



MAGNET

TALENT CONNECTS HERE

SPONSORSHIP GUIDE

ABOUT MADISON MAGNET

Magnet was founded in 2004 with a mission to provide young professionals with opportunities to develop socially, professionally, and civically in the Madison area. Through programming, networking, and other activities, we are elevating YP's throughout Madison, Wisconsin through our three pillars.

MISSION

Magnet aims to provide young professionals in the Madison area with ample opportunity to connect, collaborate, and develop professionally.

VISION

Magnet strives to enhance the vitality of the Madison region by creating a strong community of young professionals through programming.



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WHY SPONSOR MAGNET?

Social Media Recognition

Magnet's social media channels reach thousands of young professionals across Dane County and Southern Wisconsin. With regular engagement on our posts, your business is sure to be noticed.

Newsletter Shout-out

Received by our full contact list, Magnet's monthly newsletter includes upcoming events and other note-worthy items, including a shout-out to your business for sponsoring.

Speak to Members

Attend the event your sponsoring and have a chance to speak about your company and make personal connections with the attendees.

Corporate Membership

Select sponsorship packages include a corporate membership for your business. This allows all of your employees access to all of Magnet's member benefits for the year.

[Full breakdown of benefits on the following pages](#)



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MAGNET EVENTS

Happy Hour

Magnet hosts a happy hour each month as a chance for members to network and build relationships. It is also a great opportunity for prospective members to learn more about Magnet.

Pillar Events

Pillar events include social, volunteer, and professional development opportunities. Members are able to connect, help the community, and develop new skills.

Marquee Events

Magnet's marquee events include the Pride Paddle, Cheese Curd Crawl, Annual Professional Development Panel, and Member Appreciation at the Mallard's Game. Drawing a large turnout, these events are a hit each year.

Charity Fete

Each year, Madison Magnet hosts a gala celebrating our community and raising funds to support a local cause. The Fete includes dancing, networking, raffle items, and more.



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SPONSORSHIP LEVELS

Happy Hour \$500

Sponsorship of one Happy Hour includes

- Logo inclusion in one social post about event
 - Logo on signage at event
- Business name on website event listing
- Covers first round of beverages for attendees

Single Pillar Event \$750

Sponsorship of one Pillar Event includes

- Logo inclusion in two social posts about event
 - Logo on signage at event
- Business name on website event listing
- Shout-out in monthly newsletter
- Opportunity to speak at event to members



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SPONSORSHIP LEVELS

Single Marquee Event

\$1,500

Sponsorship of one Marquee Event includes

- Logo inclusion in two social posts about event and one post highlighting sponsors
 - Logo on signage at event
- Business name and logo on website event listing
 - Shout-out in monthly newsletter
- Opportunity to speak at event to members
- Free admission to event (up to 10) or corporate membership
- Inclusion in Magnet press releases sent to local outlets

All Marquee Events

\$5,000

Sponsorship of all four Marquee Events includes

- Logo inclusion in two social posts about event and one post highlighting sponsors (per event)
 - Logo on signage at events
- Business name and logo on website event listings
 - Shout-out in monthly newsletter
- Opportunity to speak at events to members
- Free admission to events (up to 10/event)
 - Corporate membership
- Inclusion in Magnet press releases sent to local outlets



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SPONSORSHIP LEVELS

Champion Sponsor \$10,000

As Magnet's Champion Sponsor you are seen everywhere Magnet is for the entire year.

Champion Sponsorship Includes

- Logo inclusion in two social posts about each pillar event
- Logo inclusion in two social posts about event and one post highlighting sponsors for each marquee event
 - Logo on signage at all events
- Business name and logo on website event listing
 - Shout-out in every monthly newsletter
- Opportunity to speak at each event to members
 - Free admission to each event (up to 10)
 - Corporate membership
- Inclusion in Magnet press releases sent to local outlets
- Ability to write own feature to include in monthly newsletters
- Speaking opportunity to employees on involvement with Magnet (lunch provided)
 - Access to contact list of Magnet members (over 200!)



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CHARITY FETE SPONSORSHIP

Bronze

\$750

- Logo included in all Charity Fete marketing and promotions as a Bronze sponsor
- Inclusion in social media sponsorship highlight posts
- Business name on Fete page
- Opportunity to provide giveaways to Magnet members at Charity Fete

Silver

\$1,500

- Logo included in all Charity Fete marketing and promotions as a Silver sponsor
- Inclusion in social media sponsorship highlight posts
- Business name on Fete page
- Opportunity to provide giveaways to Magnet members at Charity Fete
- 2 tickets to the Charity Fete

Gold

\$3,000

- Logo included in all Charity Fete marketing and promotions as a Gold sponsor
- Inclusion in social media sponsorship highlight posts
- Business name and logo on Fete page
- Opportunity to provide giveaways to Magnet members at the Charity Fete
- 4 tickets to the Charity Fete
- Sponsorship of area or activity at Charity Fete (e.g., music, toast, wine pull, bar, etc.)



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CHARITY FETE SPONSORSHIP

Presenting Sponsor \$7,500

As the presenting sponsor of the Charity Fete you are showcasing your support for the Madison community and are seen everywhere the Charity Fete is mentioned.

- Logo included in all Charity Fete marketing and promotions as presenting sponsor
 - Inclusion in social media sponsorship highlight posts
 - Business name and logo on Fete page
- Opportunity to provide giveaways to Magnet members at the Charity Fete
 - 10 tickets to the Charity Fete
- Minimum of one stand-alone social media post
 - Opportunity to speak at the Charity Fete
- Access to contact info for all Charity Fete attendees
- Credited as the presenting sponsor in the title of the event. (Charity Fete presented by ...)



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THANK YOU FOR YOUR INTEREST IN SUPPORTING MAGNET

Please reach out with any questions or comments:

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Stay up to date with Magnet!

Website: madisonmagnet.org

LinkedIn: Madison Magnet

Instagram: [@madison_magnet](https://www.instagram.com/madison_magnet)

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