GLASS ARTS FESTIVAL

Bergstrom-Mahler MUSEUM OF GLASS

# FESTIVAL SPONSORSHIP BENEFITS

As a Sponsor of the GLASS Arts Festival, your generosity supports the ONLY outdoor, exclusively-glass art event in the country that draws thousands of attendees annually.

## VIP PREVIEW SALE

**Friday, August 7, 5–7 pm**

Sponsors and special members are invited to the exclusive artist meet-and-greet, and a crowd-free shopping experience.

## GLASS ART FESTIVAL

**Saturday, August 8, 10am–5pm**

- Kids' activities tent
- Live musical performances
- Food trucks
- Locally crafted beer
- Glass blowing
- Nationally recognized glass artists

The museum will be open and, as always, admission free. Over 3,000 visitors attended the Festival in 2025.

## PRESENTING SPONSOR $10,000

- Prominent logo recognition in press materials, signage, website & email
- Signage at the site of our immensely-popular glass blowing demos, in front of the Museum near the Kids Tent, AND in the back by the festival and stage
- 6 official GLASS Arts Festival t-shirts 6 Victorian and 6 Household memberships ($1350 value)
- A full-page ad in our event brochure
- Public acknowledgment of support during event remarks
- Invitations for 12 to the VIP Preview Sale, Aug. 8, 5–7pm
- Prime location waterfront tent for your business use—business promotion or welcoming your guests—or both! Great view of music stage and entire festival for your shaded enjoyment!
- 12 wristbands for complimentary drinks

## DAZZLING SPONSOR $7,500

- Logo recognition in press materials, signage, website & email
- Prominent patio signage welcoming guests to the lakeside lawn
- 5 official GLASS Arts Festival t-shirts, 5 Victorian and 5 Household memberships ($1,225 value)
- A full-page ad in our event brochure
- Public acknowledgment of support during event remarks
- Invitations for 10 to the VIP Preview Sale, Aug. 8, 5–7pm
- 10 wristbands for complimentary drinks

**MORE SPONSORSHIP OPPORTUNITIES**

**GLASS ARTS FESTIVAL**
**FRIDAY, AUGUST 7**
**SATURDAY, AUGUST 8**
**BERGSTROM-MAHLER MUSEUM OF GLASS AND MUSEUM GROUNDS**

- Promote your brand to a larger audience.
- Marketing targets include Madison, Milwaukee, and Chicago, as well as the Fox Valley.
- Sponsors will be extensively promoted on radio stations, direct mail, outdoor advertising formats, and social media throughout the area.

## FOR MORE INFORMATION:

Amy G. Moorefield,
Executive Director
Phone: (920) 751-4658 x301
Email: moorefield@bmmglass.com

## CRYSTALLINE SPONSOR $5000

- Logo recognition in press materials, signage, website & email
- 4 official GLASS Arts Festival t-shirts
- 3 Victorian and 3 Household memberships ($675 value)
- A full-page ad in our event brochure
- Public acknowledgment of support during event remarks
- An invitation for 8 to the VIP Preview Sale, Aug. 8, 5–7pm
- A promotional space under the pavilion tent
- 8 wristbands for complimentary drinks

## GLITTERING SPONSOR $2500

- Logo recognition in press materials, signage, website & email
- 2 official GLASS Arts Festival t-shirts
- 2 Victorian and 2 Household memberships ($450 value)
- A half-page ad in our event brochure
- Public acknowledgment of support during event remarks
- An invitation for 6 to the VIP Preview Sale, Aug. 8, 5–7pm
- 6 complimentary wristbands for beverages

## SHIMMERING SPONSOR $1500

- Logo recognition in press materials, signage, website & emails
- An official GLASS Arts Festival t-shirt
- 1 Victorian and 1 Household membership ($225 value)
- A quarter-page ad in our event brochure
- Public acknowledgment of support during event remarks
- An invitation for 4 to the VIP Preview Sale, Aug. 8, 5–7pm

## SPARKLING SPONSOR $1000

- Written recognition in press materials, signage, website & emails
- 1 Victorian membership ($150 value)
- A eighth-page ad in our event brochure
- An invitation for 2 to the VIP Meet the Artists Showcase, Aug. 8, 5–7pm

## SHINING SPONSOR $500

- Written recognition in press materials, signage, website & emails
- 1 Household membership ($75 value)
- An invitation for 1 to the VIP Preview Sale, Aug. 8, 5–7pm

## GLASSY SPONSOR $250

- Written recognition in press materials, signage, website & emails
- An invitation for 1 to the VIP Preview Sale, Aug. 8, 5–7pm