



2026 ATWOODFEST SPONSOR SHEET

Sponsoring AtwoodFest 2026 links your business to families and neighbors who care about our sense of place and community. AtwoodFest sponsors are connected to tens of thousands of friends, families, and neighbors through widespread recognition and inclusion in all event promotional efforts. **Best of all**, your contribution and proceeds from the event directly fund non-profit services in our neighborhood!

AtwoodFest is a partnership produced by and benefiting: the Schenk Atwood Starkweather Yahara Neighborhood Association (SASYNA) and the Atwood-Barrymore Corporation (ABC). Thank you for your support!

Please choose the sponsorship level that's right for you and your business:

HEADLINER PARTNER \$5,000+:

- Recognition as a **Presenting Sponsor** on all AtwoodFest promotional and marketing materials.
- As our top-level sponsor, you receive all of the **Feature Partner** benefits listed below, plus additional perks and opportunities to promote your business.

FEATURE PARTNER \$2,500+:

- Two customized posts on AtwoodFest Facebook & Instagram accounts (8k+ followers), including one promoted push to reach another 6k local residents.
- Business name/logo printed on all AtwoodFest posters.
- Business name/logo printed on three AtwoodFest stage line-up billboards (4'x8') placed in high visibility locations in the neighborhood prior to the event.
- Business name/logo listed on the AtwoodFest website, with a link to your website and social media.
- Sponsor listing in a special Eastside News AtwoodFest article and full page ad (distributed to 20k households).
- Sponsor listing in a special Isthmus AtwoodFest full page ad. (Circulation 35k.)
- Sponsor mentions on announcements on AtwoodFest radio promotions on WORT, WVMO, and MaxInk Radio
- Sponsor supplied banner (5'w x 3't) displayed at the main music stage based on commitment and availability.
- On stage mention from MC of sponsor name between sets.

SHOWCASE PARTNER \$1,500:

- One customized post on AtwoodFest's Facebook & Instagram accounts (8k+ followers).
- Business name/logo printed on all AtwoodFest posters.
- Business name/logo printed on three AtwoodFest stage line-up billboards (4'x8') placed in high visibility locations in the neighborhood prior to the event.
- Business name/logo posted on the AtwoodFest website, with a link to your website and social media.

- Sponsor listing in a special Eastside News AtwoodFest article and full page ad (distributed to 20k households).
- Sponsor listing in a special Isthmus full page ad. (Circulation 35k.)
- Sponsor supplied banner (5.5'w x 3't) displayed at a music stage based on commitment and availability.
- On stage mention from MC of sponsor name between sets.

SUPPORTING PARTNER \$1,000:

- One customized business shout-out on AtwoodFest’s Facebook & Instagram accounts (8k+ followers).
- Business name/logo printed on festival posters.
- Business name/logo printed on three AtwoodFest stage line-up billboards (4'x8') placed in high visibility locations in the neighborhood prior to the event.
- Business name/logo posted on the AtwoodFest website.
- Sponsor listing in a special Eastside News AtwoodFest article and full page ad (distributed to 20k households).
- Sponsor listing in a special Isthmus AtwoodFest full page ad. (Circulation 35k.)
- On stage mention from MC of sponsor name between sets.

COMMUNITY PARTNER \$500:

- One business shout-out on AtwoodFest Facebook & Instagram social media accounts.
- Business name listed on the AtwoodFest website.
- On stage mention from MC of sponsor name between sets.

Next Steps:

1. Please reach out if you have any questions - atwoodfestbooking@gmail.com
2. Visit our sponsorship page at AtwoodFest.com to upload your logo/choose your support level.
3. Mail or drop off a check made out to the **Atwood-Barrymore Corporation (ABC)** - 2090 Atwood Ave., Madison, WI 53704.

2026 Event Dates	Show Time	Expected Attendance
Convergence (Parade): Saturday, July 25	Noon	3,000
Saturday, July 25	Noon - 10PM	10,000 - 15,000
Sunday, July 26	Noon - 7:30PM	8,000 - 13,000