



**THE GREAT WISCONSIN QUILT SHOW 2024**  
**SEPTEMBER 5-7 | THUR. 9 A.M.-6 P.M./FRI. 9 A.M.-6 P.M./ SAT. 9 A.M.-5 P.M.**  
**EXHIBITION HALL AT THE ALLIANT ENERGY CENTER | MADISON, WISCONSIN**

presented by PBS Wisconsin and Nancy Zieman Productions, LLC

## **COVER SHEET & CONTACT INFORMATION** **FOR ALL SPONSORS 2024**

SPONSORS 9/23

### **Sponsoring Business or Organization**

business/organization name

contact name

phone

e-mail

address

website/url

city

state

zip

### **Promotion Information**

Please provide a contact for questions related to representation of your business or organization in promotional materials.

name

phone

e-mail

**When your business or organization name appears solely in text, how would you like it to appear? Please be specific about capitalization, punctuation and trademarks.**

### **Graphics Specifications**

**Submission of graphics (i.e. logos) should meet the following requirements:**

1. Graphics should be submitted as Adobe Illustrator files (first preference) or saved as EPS or TIFF files. We can most easily support files created in Adobe Illustrator and Adobe Photoshop, Mac platform preferred.
2. Graphics should be a minimum of 300 dpi. Please submit a black/white **and** a color version of your logo.
3. All text should be converted to outlines or paths. If not, all printer and screen fonts also must be provided.
4. Submit graphics files as e-mail attachments to **amanda.balistreri@pbswisconsin.org**.

### **Contact Information**

Please return completed forms to:

**Amanda Balistreri**  
**Expo Manager**  
**PBS Wisconsin**  
**821 University Ave.**  
**Madison, WI 53706-1497**

**608. 265. 3854**  
**amanda.balistreri@pbswisconsin.org**

### **Please note**

**Sponsors should complete and return this cover sheet along with the appropriate corresponding forms:**

#### **Event Sponsors**

- Premier/Associate Sponsor Agreement
- One-Hour Lecture Proposal/Contract (for Premier)
- Stage Demonstration Proposal (for Associate)
- Vendor Booth Registration

#### **Sit & Sew Workshop Sponsors**

- Sit & Sew Workshop Sponsorship Agreement
- Sit & Sew Workshop Proposal/Contract
- Vendor Booth Registration

#### **Quilt Contest Sponsors**

- Quilt Contest Sponsorship Agreement

#### **Stage Sponsors**

- Stage Sponsorship Agreement
- Stage Demonstration Proposal(s)



**THE GREAT WISCONSIN QUILT SHOW 2024**  
**SEPTEMBER 5-7 | THUR. 9 A.M.-6 P.M./FRI. 9 A.M.-6 P.M./ SAT. 9 A.M.-5 P.M.**  
**EXHIBITION HALL AT THE ALLIANT ENERGY CENTER | MADISON, WISCONSIN**

presented by PBS Wisconsin and Nancy Zieman Productions, LLC

**PREMIER/ASSOCIATE LEVEL**  
**SPONSORSHIP AGREEMENT 2024**

SPONSORS 9/23

Sponsorship Level

**TWO-YEAR: 2024 and 2025**

☐ **PREMIER LEVEL at \$10,000** ☐ **ASSOCIATE LEVEL at \$6,000**

**ONE-YEAR: 2024**

☐ **PREMIER LEVEL at \$5,000** ☐ **ASSOCIATE LEVEL at \$3,000**

Sponsoring Business  
or Organization

business/organization name

**Terms and  
Conditions**

When fully executed, this document will establish an agreement between Friends of PBS Wisconsin Inc. and Nancy Zieman Productions, LLC herein after referred to as "Quilt Show" and the sponsoring business or organization referred to as "The Sponsor" in support of The Great Wisconsin Quilt Show event in Madison, Wis. (A two-year agreement is valid for 2024 and 2025.)

The Sponsor agrees to pay Quilt Show as indicated above.

In consideration of the payment detailed above, The Sponsor shall receive appropriate acknowledgement as a sponsor of the 2024 Quilt Show at the level indicated. Quilt Show Sponsorship recognition and opportunities include but may not be limited to those items outlined on the Sponsorship Recognition and Opportunities page.

The final decision regarding placement and/or juxtaposition of sponsor(s) shall rest with Quilt Show.

When future Quilt Shows are scheduled, The Sponsor shall have the right of first refusal on continuing its sponsorship of this event.

It is understood and agreed that the entire agreement between Quilt Show and The Sponsor is contained herein and that this document supersedes all previous written and oral agreements, and negotiations relating to the event sponsorship herein detailed. Any modification of this document shall be made in writing. The agreement is to be construed under the laws of the state of Wisconsin.

If this document correctly states your understanding of our agreement, please sign and date both copies, and return to Amanda Balistreri (contact info below). A fully executed copy will be returned to you for your records.

Sponsor Agreement

**I agree to pay the following for a two-year sponsorship of the above-specified category at The Great Wisconsin Quilt Show, September 5-7, 2024 and September 4-6, 2025.**

☐ **PREMIER LEVEL at \$10,000** ☐ **ASSOCIATE LEVEL at \$6,000**

☐ **payment enclosed** ☐ **please invoice** ☐ **one invoice (4/1/24)** or ☐ **two invoices (4/1/24 & 7/1/24)**

**I agree to pay the following for a one-year sponsorship of the above-specified category at The Great Wisconsin Quilt Show, September 5-7, 2024.**

☐ **PREMIER LEVEL at \$5,000** ☐ **ASSOCIATE LEVEL at \$3,000**

☐ **payment enclosed** ☐ **please invoice** ☐ **one invoice (4/1/24)** or ☐ **two invoices (4/1/24 & 7/1/24)**

name of authorized representative (please print)

title

signature

date

Quilt Show Agreement

Eric Greiling  
Executive Director  
Friends of PBS Wisconsin Inc.

date

Questions

**If you have any questions, please contact Amanda Balistreri at 608. 265. 3854 or [amanda.balistreri@pbswisconsin.org](mailto:amanda.balistreri@pbswisconsin.org)**

**Amanda Balistreri  
The Great Wisconsin Quilt Show  
821 University Ave.  
Madison WI 53706**



SPONSORS 9/23

## SPONSORSHIP RECOGNITION AND OPPORTUNITIES

---

### PREMIER LEVEL | 2-YEAR, \$10,000 / 1-YEAR, \$5,000

---

#### recognition and opportunities include:

- Promotion Package** Logo recognition in pre-event national and regional promotional materials including over 45,000 direct mail **Advance Registration Guides**  
Text recognition in event press releases—regional and national
- Web** Logo recognition on home page of **quiltshow.com**
- E-News** Text recognition in electronic newsletters (42,000+ circulation)
- Event Program** Logo recognition in **Event Program** (15,000 distributed at the event)  
\$500 off an ad placement in the **Event Program**
- On-Site Signage** Logo recognition on event signage posted in key areas of the exhibition hall
- Vendor Booth** One **free** 10'x10' booth with standard supplies and equipment to include one eight-foot table, two chairs and gray drape on metal piping (electricity not included) \$1,430 value
- Lecture Opportunity** One guaranteed 1-hour lecture per day, instructor provided by sponsor. Opportunity to reach up to 200 quilting enthusiasts per day in the classroom setting. Please submit lecture proposal by Jan. 31, 2024 for full consideration. (Lecture subject to approval by show management) \$199 value
- Guest Passes** Six complimentary one-day general admission passes

### ASSOCIATE LEVEL | 2-YEAR, \$6,000 / 1-YEAR, \$3,000

---

#### recognition and opportunities include:

- Promotion Package** Logo recognition in pre-event national and regional promotional materials including over 45,000 direct mail **Advance Registration Guide**  
Text recognition in event press releases – regional and national
- Web** Logo recognition on home page of **quiltshow.com**
- Event Program** Logo recognition in **Event Program** (15,000 distributed at the event)  
\$250 off an ad placement in the **Event Program**
- On-Site Signage** Logo recognition on event signage posted in key areas of the exhibition hall
- Vendor Booth** One **free** 10'x10' booth with standard supplies and equipment to include one eight-foot table, two chairs and gray drape on metal piping (electricity not included) \$1,430 value
- Demo Opportunity** One guaranteed 45-minute demo per day, instructor provided by sponsor. Please submit demo proposal by Jan. 31, 2024 for full consideration. (Demo subject to approval by show management) \$50 value
- Guest Passes** Four complimentary one-day general admission passes

If you have any questions, please contact Amanda Balistreri at 608. 265. 3854 or [amanda.balistreri@pbswisconsin.org](mailto:amanda.balistreri@pbswisconsin.org).