THE GREAT WISCONSIN QUILT SHOW



BECOME A PARTNER OF THE GREAT WISCONSIN QUILT SHOW 2027

PRESENTED BY PBS WISCONSIN AND NANCY ZIEMAN PRODUCTIONS

September 9-11, 2027
Madison, Wisconsin

The Great Wisconsin Quilt Show is a three-day event that brings together thousands of quilters from across the Midwest and beyond to be inspired, learn new techniques and discover all that's new in the quilting world. Now in its 23rd year, the show takes place at Madison's Exhibition Hall at the Alliant Energy Center and is presented by PBS Wisconsin and Nancy Zieman Productions, LLC.

Show Features:

- More than 18,000 highly engaged attendees.
- 100,000 square-foot vendor mall featuring more than 350 booths.
- More than 200 educational lectures, stage presentations and workshops.
- 10-category juried and judged Quilt Contest.
- Special evening events featuring quilting celebrities.
- Quilting community service project.

Sponsor Benefits:

Sponsors enjoy tremendous reach, impact and exposure at this annual event.

- Increase your brand visibility with recognition in a variety of media.
- Benefit from the extensive marketing and promotional resources of PBS Wisconsin before and throughout the show.
- Associate your business with the high quality and strong public trust of PBS.
- Link your business to one of the nation's largest and most popular quilting events.

Other Sponsorship Opportunities

- Stage Presentation sponsorship, Sit & Sew Workshop sponsorship, and Quilt Contest sponsorship (Please see sponsorship agreements at **quiltshow.com** for detailed information).

Event Sponsorship	Premier $5,000	Assoc. $3,000
Standard Vendor Booth	✔	✔
Presentation Opportunities	3	3
Guest Passes	6	4
Logo in Advance Registration Guide	Primary Placement	Secondary Placement
Logo in Event Program	Primary Placement	Secondary Placement
Logo on Event Signage	Primary Placement	Secondary Placement
Logo on Website	Primary Placement	Secondary Placement
Event Program Credit	$500	$250
Logo on Promotional Pieces	✔	✔
Recognition in Press Releases	✔	
Recognition in Promotional E-mails	✔	

More Information and Next Steps

For more information, please contact
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Detailed sponsorship agreements available at quiltshow.com.

