



The Big Gay Holiday Market Winter 2024

Sponsorship Information

About The Big Gay Market

Hi everyone! We're Ollie and Ashley and we're the co-owners of The Big Gay Market! We're both Madison-based artists with years of event planning and small business experience. Ollie recently graduated with their Master's degree in Gender Studies where they also took courses on market research, arts administration, and business start-ups. Ashley has extensive experience planning and executing large-scale public events and has been vending with her art business, Shawpawprints Watercolor, at various events throughout the region, including the PBS Wisconsin Garden Expo, Twin Cities Comic Con, and GameHole Con.

We started The Big Gay Market to create an inclusive and fun space for LGBTQ+ businesses to connect with the community. After 5 successful markets, we held our first Big Gay PRIDE Market at Alliant Energy Center in June 2024. It was a huge success, so we are bringing the market back to Alliant for Holiday 2024!

We aim to keep costs LOW for attendees and vendors to allow for a more equitable market space and event. With the help of our sponsors, we can offer free general public admission and low-cost vendor fees. This will keep more money in the pockets of our artists and small business owners!



Where You Come In!

Sponsoring the market will provide your business with the valuable advertising to a large demographic of individuals across the region. In addition, it will show your business' support for the LGBTQ+ community and our local artists.

The Big Gay Market Holiday Event will become the **LARGEST LGBTQ+ HOLIDAY EVENT IN MADISON**. Unique benefits of the market include:

- This market is a **week before Christmas!** We anticipate many last-minute holiday shoppers to attend
- This **market is still young**. Get involved as a sponsor early to establish rapport with our audience
- We will be offering **attendee bags with freebies** to the first 500 attendees! These bags will include **promotional materials** from local businesses and our sponsors

Gold 'Glam' Package (\$1,000) includes:

- A guaranteed two-day 4x6 lobby table
- Market organizers can restock/reorganize your table during the market if you are unable to attend the entire time!
- All benefits included in Silver and Bronze packages

Silver 'Slay' Package (\$500) includes:

- Ability to put out promotional material on community resources tables in the lobby and atrium
- Ability to include promotional material in our attendee bags
- All benefits included in Bronze package

Bronze 'Bestie' Package (\$200) includes:

- A logo included on select physical and digital event materials
- A social media shout-out post with up to 3 sponsor photos and a 3-5 sentence sponsor bio
- 2 FREE tickets to our Friday night market!

What's Next?

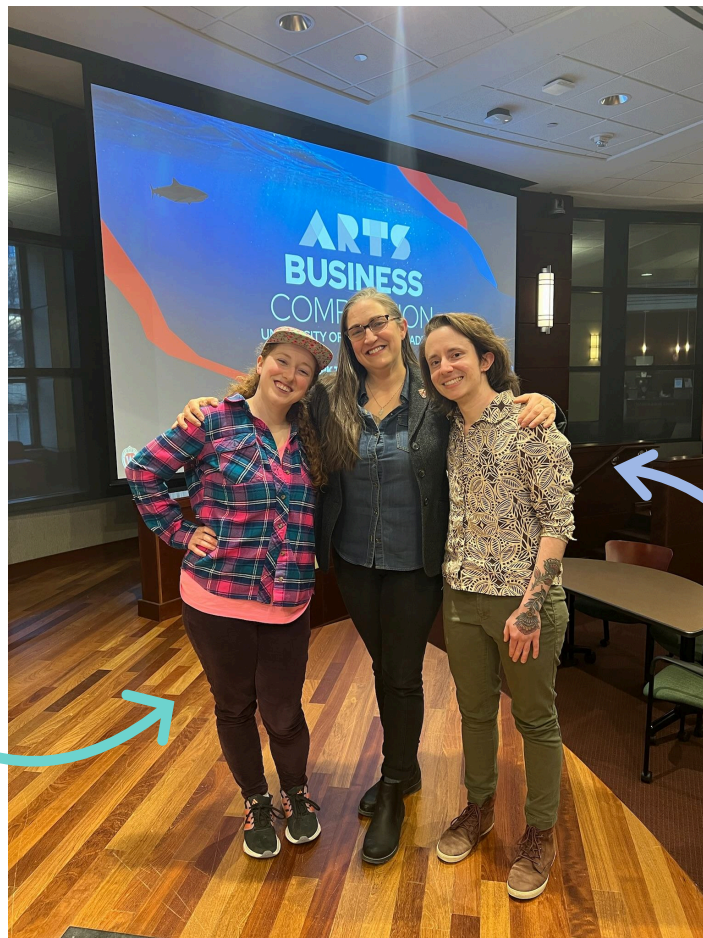
For more details or to have questions answered, feel free to email us at thebiggaymarket@gmail.com.

If you would like to proceed with a sponsorship, you are welcome to purchase a package at <https://www.thebiggaymarketllc.com/product-page/holiday-market-sponsorships>.

Our Big Gay Market Holiday Event is **December 20th AND 21st, 2024** at the **Alliant Energy Center!** Keep up with the most current details on our website.

We so hope that you will consider sponsoring the market and supporting our diverse community. Please feel free to reach out to us at the email above! We're happy to schedule a time to set up a call/meeting with you.

Best,
Ollie and Ashley with The Big Gay Market



Ashley

Ollie