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“THE PARKS HAVE PLAYED AN UNRECOGNIZED, SUBTLE,
AND IMPORTANT ROLE IN THE LIVES OF MANY MADISONIANS.”

KEVIN HOFFMAN
PRESIDENT & OWNER OF EVENT ESSENTIALS

Dear Friends of Madison Parks,

We are thrilled to invite you to join us as a partner at **Picnic in the Park in Fall of 2026**, a beloved Madison tradition that celebrates the vibrancy of our city's parks and the programs that bring them to life.

This year's event will be especially meaningful, as it will take place in the **newly expanded Warner Park Community Recreation Center**—the proud home of the Kids Need Opportunity at Warner (K.N.O.W.) Program. Thanks to the generosity of donors like you, the K.N.O.W. Program provides Madison youth and teens with mentorship, leadership training, and hands-on job skills that prepare them for bright futures. Hosting Picnic in the Park at Warner Park is not only a celebration of our community, but also a powerful reminder of how philanthropy shapes the lives of young people right here in Madison.

We are proud to be driving the \$10 million Parks for All Trust campaign, a transformative effort that will ensure programs like K.N.O.W.—as well as park amenities and improvements, scholarships for swimming, community concerts, cultural events, and more—will thrive for generations to come. This trust will guarantee a steady stream of support so that no matter the economic climate, our parks remain welcoming, inclusive, and full of opportunities for everyone to enjoy.

By sponsoring Picnic in the Park, you're not only aligning your brand with one of Madison's signature community celebrations—you are directly investing in the future of our parks and the thousands of people they serve each year. Sponsorships provide critical funding that allows us to keep this event accessible, to showcase the life-changing work happening in our parks, and to inspire the next generation of supporters.

We would be honored to have you stand with us as a sponsor of the 9th annual Picnic in the Park. Together, we can ensure that Madison's parks are not only maintained, but elevated—places where families connect, children grow, and community flourishes.

With gratitude,

Stephanie Franklin
Madison Parks Foundation

Korrine Engelke
Event Essentials



EVENT ESSENTIALS PRESENTS

PICNIC IN THE PARK

SPONSORSHIP OPPORTUNITIES



Fall 2026 Warner Park Madison, WI		WARNER \$10,000 (3 AVAILABLE)	OLIN \$5,000 (5 AVAILABLE)	TENNEY \$2,500 (7 AVAILABLE)	OLBRICH \$1,000 (10 AVAILABLE)	VILAS \$500 (UNLIMITED)
TICKETS & TABLES		VIP TICKETS FOR 16 GUESTS INCLUDES DINNER & DRINKS	VIP TICKETS FOR 8 GUESTS INCLUDES DINNER & DRINKS	TICKETS FOR 4 GUESTS INCLUDES DINNER & DRINKS	TICKETS FOR 2 GUESTS INCLUDES DINNER & DRINKS	
PRE-EVENT ADVERTISING (Social Media & Email Promotion)		NAME/LOGO	NAME/LOGO	NAME/LOGO		
MPF WEBSITE		RECOGNITION & LINK TO YOUR WEBSITE	RECOGNITION & LINK TO YOUR WEBSITE	RECOGNITION & LINK TO YOUR WEBSITE	RECOGNITION & LINK TO YOUR WEBSITE	RECOGNITION & LINK TO YOUR WEBSITE
EVENT WEBSITE		RECOGNITION & LINK TO YOUR WEBSITE	RECOGNITION & LINK TO YOUR WEBSITE	RECOGNITION & LINK TO YOUR WEBSITE	RECOGNITION & LINK TO YOUR WEBSITE	RECOGNITION & LINK TO YOUR WEBSITE
EVENT PROGRAM		NAME/LOGO	NAME/LOGO	NAME/LOGO	NAME/LOGO	
EVENT SIGNAGE AND VIDEO SCREENS		NAME/LOGO	NAME/LOGO	NAME/LOGO		
EVENT ON-STAGE PRESENTATION		2 MIN. SPONSOR SPEECH VERBAL RECOGNITION	VERBAL RECOGNITION	VERBAL RECOGNITION	VERBAL RECOGNITION	VERBAL RECOGNITION
POST-EVENT		RECOGNITION IN ATTENDEE FOLLOW- UP EMAIL	RECOGNITION IN ATTENDEE FOLLOW- UP EMAIL	RECOGNITION IN ATTENDEE FOLLOW- UP EMAIL	RECOGNITION IN ATTENDEE FOLLOW- UP EMAIL	RECOGNITION IN ATTENDEE FOLLOW- UP EMAIL