



WISCONSIN
HUMANITIES

Presents

TRADITION BEARERS, LIVE!

The stories behind the art. The voices behind the tradition.



SPONSORSHIP OPPORTUNITIES

AUGUST 20TH, 2026

5:30 - 8PM

MYARTS BUILDING

1055 E. MIFFLIN STREET, MADISON, WI

FREE AND OPEN TO THE PUBLIC.

wisconsinhumanities.org/programs/traditionbearers

ABOUT US

Wisconsin Humanities drives community connection through strategic programs and initiatives that reach all 72 Wisconsin counties. We strengthen communities by providing support and funding for local cultural and civic projects, developing research-backed programs like our nationally award-winning Community Powered initiative, and creating platforms for authentic storytelling that connect Wisconsinites. Through these efforts, we strengthen social bonds across diverse populations, build local leadership capacity, and foster meaningful dialogue that brings Wisconsinites together across geographic and cultural boundaries.

ABOUT THE EVENT

Tradition Bearers, Live! is a vibrant event that brings traditional and folk artists from across the state together for an unforgettable evening of art, storytelling, music, and conversation. Featuring artists from the statewide *Wisconsin By the People* initiative, the event will celebrate the creativity, cultural traditions, and personal histories that help define Wisconsin's communities.

Moderated by Wisconsin folklorists, Tradition Bearers, Live! will be a fresh, inspiring, and deeply memorable celebration of culture, connection, and community. With a dynamic audience of arts, civic, philanthropic, and community supporters, the evening will offer an immersive experience that begins with a lively reception and continues with performances, artist conversations, and opportunities for guests of all ages to engage directly with the work and the stories behind it.

WHY SPONSOR?

Purpose-driven partnership. By supporting **Tradition Bearers, Live!**, you are championing public arts and humanities, cultural preservation, and community dialogue. Your contribution helps Wisconsin Humanities showcase diverse cultural traditions, train community leaders, and foster inclusive dialogue across Wisconsin.

High-impact visibility. Sponsors will be recognized through lean but powerful marketing channels (including on-site signage, the event website, invitations, flyers, and press releases). The event draws arts patrons, civic leaders, and community influencers, providing meaningful exposure to an engaged and diverse audience.

wisconsinhumanities.org/programs/traditionbearers

SPONSORSHIP LEVELS & BENEFITS

The following tiered packages offer flexible options to match sponsors' goals.

LEVEL	RECOGNITION & BENEFITS
TRADITION KEEPER (\$5,000)	Premier recognition in all channels. Top-billing "Presented by" attribution on stage digital backdrop, event website, program and press release. Opportunity to deliver a short welcome. Prominent logo placement on invitations, flyers and signage. Top billing for your logo on our event webpage with a link to your website. Six reserved VIP seats. Personalized social media thank-you and inclusion in post-event recap. Top billing in press release.
HERITAGE PARTNER (\$3,000)	Prominent recognition. Logo displayed on stage signage, program, event website and press release. Logo on invitations and flyers (below Legacy). Recognition from the stage during welcome remarks. Four reserved priority seats. Inclusion in social media thank-you post and email newsletters. Mention of your name in the press release.
COMMUNITY CHAMPION (\$1,500)	Essential recognition. Logo listed on event website, flyers, event signage and invitations. Acknowledgement during the event. Two reserved seats. Inclusion in group social media thank you.
CULTURE BACKER* (\$500)	Name/Logo listed on event website, flyers, event signage and program. Inclusion in group social media thank you. <i>*This level is reserved for individuals and small businesses.</i>

Customization: We welcome discussions to tailor benefits to your interests. We also welcome in kind sponsorship opportunities.

[wisconsinhumanities.org/programs/traditionbearers](https://www.wisconsinhumanities.org/programs/traditionbearers)

AUDIENCE & REACH

Sponsors will benefit from Wisconsin Humanities' broad digital statewide reach as well as in-person audience recognition. *Tradition Bearers, Live!* is free and open to the public with a suggested donation of \$20. We anticipate 100- 150 attendees.

The event will be promoted through Wisconsin Humanities' website (over 1,700 visitors per month), email newsletters (5,400 subscribers and average 47% open rate), social media channels (3.7k followers on Facebook, 1.7k on Instagram for Wisconsin Humanities and 101k followers for our Love Wisconsin project on Facebook and 2.9k on Instagram), and press outreach to statewide media outlets.

DEADLINES & NEXT STEPS

To ensure your recognition across all printed and digital materials, please confirm your sponsorship by July 20th, 2026. Later commitments are welcome but may be limited to digital and on-site recognition.

To become a sponsor or discuss customized opportunities, please contact **Dena Wortzel**, Executive Director at Wisconsin Humanities:

- **Email:** dena.wortzel@wisconsinhumanities.org
- **Mail:** PO Box 620007, Middleton, WI 53562

We look forward to partnering with you!



Wisconsin Humanities is a 501(c)(3) nonprofit organization. Sponsorship contributions are tax-deductible to the extent allowed by law and based on the value of any goods or services received.

wisconsinhumanities.org/programs/traditionbearers