

A woman is the central figure, wearing a costume made of newspaper. She has large, vibrant wings made of red, orange, and yellow paper feathers. A gold butterfly is perched on her right shoulder. She is smiling and holding a newspaper. The background is white with gold glitter and circular patterns.

Ready(y) TO wear

MADISON
READING
PROJECT

PAPER-INSPIRED FASHION
SHOW AND FUNDRAISER


2025 SPONSORSHIP
OPPORTUNITIES

8TH ANNUAL READ(y) TO WEAR
PAPER-INSPIRED FASHION SHOW & FUNDRAISER

WHAT IS READ(Y) TO WEAR?

Our biggest event of the year! Community design teams are challenged to create fashion using 90% paper products that will be entered to compete in our runway show. Local celebrity judges and our audience will help us decide which team takes home the top prize!

The event features music, artistic experiences, a photo booth, silent auction, paddle raise, appetizers, and drinks.



WHY SUPPORT READ(Y) TO WEAR?

Your sponsorship supports our mission of connecting our community with free books and literacy programs that ignite a love for reading and affirm the identities and interests of young readers. Learning to read is an invaluable life skill. We strongly believe that every child deserves to see themselves as a reader and have the opportunity to build a lifelong love of reading.



THE THEME FOR THE 2025 SHOW IS LEGENDS AND FAIRYTALES

Welcome to the most fun and unique fundraising event of the year! Our Read(y) to Wear design competition and community event is a major celebration in our year-long calendar of days packed with book giving and igniting book joy in children, families and educators!

Get Read(y) for the thrill of each design reveal, models parading onto the catwalk to a pulsing walk-up beat, and masses of supporters cheering for their favorite designs. It's an entire evening of fun entertainment. Bring your family, friends, and/or co-workers for a night out with fellow literacy supporters – all helping to raise funds for Madison Reading Project's mission. We're expecting another sell-out so get in early!

Help us celebrate our community's future readers and legends!

Loving literacy,
Rowan Childs, Deirdre Steinmetz, and the MRP Team

SPONSORSHIP OPPORTUNITIES

The funds raised through sponsorship of Read(y) to Wear go to support our mission, our programs, and staff so we can continue to increase book ownership and help provide high-quality books to kids, families, and educators. We invite you to be a part of this unique and imaginative event.



SPONSOR LEVELS

MARQUEE: \$15,000

- Limited to one sponsor
- 24 tickets to the fashion show
- Up to 3 reserved tables
- Recognition by the emcee
- Logo projected on screen
- (Optional) Table for business attendees and support of (not recorded)
- Company logo featured on all promotional materials including but not limited to website, event signage and program, social media and one (1) individual mention.

SOLD OUT!

IN VOGUE: \$5,000

- Get a team or sponsor a team
- 8 tickets to the fashion show
- 1 reserved table
- Company logo featured on all promotional materials including but not limited to website, event signage and program, and social media

FASHIONISTA: \$2,500

- Get a team or sponsor a team.
- 4 tickets to the fashion show
- Reserved seats and your logo at the table
- Company logo featured on promotional materials including but unlimited to website and program

HAUTE COUTURE: \$10,000

- Get a team or sponsor a team.
- 16 tickets to the fashion show
- Up to 2 reserved tables by the runway
- Recognition by the emcee
- Logo projected on screen
- Company logo featured on all promotional materials including but not limited to website, event signage and program, social media, and one (1) individual mention

*** Interested in supporting MRP's annual growth? Ask us about our growth partnership opportunities. To find out more, email rowan@madisonreadingproject.com.

madisonreadingproject.com/readytowear

SPONSORSHIP OPPORTUNITIES

Want to go above and beyond to support young readers in our community? Check out ways that you can become more involved with our event, level up your impact while increasing brand exposure during the show.



WOODLAND SPREAD: \$10,000

Will provide a delicious spread of appetizers by a local caterer.

- Your company's name will be on all signage at the charcuterie area
- Company logo featured on program, website, and social media.
- Provide two high-top tables with eight seats or a full table, company signage.
- Additional shout-out from the Emcees during the night's events.

WELCOME TOAST: \$5,500

Every guest will receive a glass of bubbly upon arrival compliments of your company.

- Your company's name on all cocktail napkins accompanying the drinks for each attendee
- Signage at the Sylvee entry area
- Signage on the program, website, and social media.
- High-top table with company signage and four seats.
- An additional shout-out from the Emcees during the night's events.

DIGITAL PHOTO: \$3,500

Help capture the fun!

- Your name on each photo along with our READ(y) to Wear logo.
- Your company's name featured at the photo booth area.
- Your company's name featured on the program, website, and social media.
- One high-top table with four seats and company signage included.

NEW & UPCOMING BUSINESS: \$1,000

We love to support innovators & entrepreneurs. Available to new businesses that are less than 18 months old. Only 4 available.

- Receive one high-top table with 4 seats.
- Your company's name featured on program + website.

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READ(Y) TO BECOME A SPONSOR?



JOIN SOME OF MADISON'S BEST.

ALPHAGRAPHICS MIDDLETON
AMERICAN GIRL
BUELL REAL ESTATE GROUP
BRAVA MAGAZINE
CELEBRATIONS ENTERTAINMENT
CHRISTOPHER KRIMMER LAW
CINNAIRE
COLDWELL BANKER
CRIMSON SUN STUDIOS
EXACT SCIENCES
FILAMENT
FINANCIAL PARTNERS, LLC
FINDORFF
FRANK PRODUCTIONS LIVE
HILDALE MADISON
MADISON TOP COMPANY
NUMBERS FOR NONPROFITS
OAK BANK
PARK BANK
REYNOLDS TRANSFER & STORAGE
SENTRY INSURANCE
STEVE BROWN APARTMENTS
SUMMIT CREDIT UNION
TASC
THE CAP TIMES
THE PERK
THE RESISTANCE 106.7
THE SALON AT MOUNT HOREB
TRUSTAGE
VEDA
WEST BEND INSURANCE
ZENDESK
ZODIAC PERFUMERY



Learn more
about this
year's show!



TO LEARN MORE EMAIL
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