

THE WITCHES ARE COMING BACK OCTOBER 22!

MADISON WITCHES RIDE



2023 EVENT SPONSORSHIP INFORMATION





OUR CAUSE

Executive Director

Melanie Thornton

Board of Directors

Chair - Brenda L S Mathews

Vice Chair - Stephenie Walker

Secretary - Marc Jacobson

Treasurer - Kevin Carroll

Chuck Brand

Johna Brazeal

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MWR Event Committee

Stephenie Walker - Chair

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Katiya McKinney

Heather Morgan

Laura Newsom

Eli Newsom

Mandy Pinyan

Beth Ridgeway

Amy Strickland



A fun, 1-mile bike ride/walk and pet parade, the Madison Witches Ride Roll & Stroll will feature festive local witches of all sorts riding their brooms (bikes), parading their pets, and strolling through Home Place Park spreading Halloween cheer & throwing candy to hundreds of onlooking children along the route. Stay for the Black Hat Block Party and Barks & Boos Pet Parade after the witches fly!

This premiere Fall event brings together members of the community for a great cause organized by Madison Visionary Partners to benefit Madison City Parks & Playground enhancements. Now in its second year, the Madison Witches Ride was widely attended in 2022, and helps to build community engagement by offering free, family-friendly events to the community. This year, the Madison Witches are excited to announce the ride will help kick start the fundraising for Madison's first Splash Pad Park! There has never been a better way to showcase your Halloween spirit!

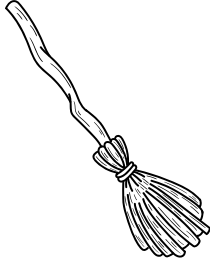
Your generosity and support are greatly appreciated, and we look forward to honoring your sponsorship throughout the year! Together, we can make this enchanting and beloved event a success for local families.

Magically Yours,

Stephenie Walker

Madison Witches Ride Committee Chair

2023 Sponsorship Guide



PLATINUM BROOM PRESENTING SPONSOR - \$10,000

- Event Naming Rights (Madison Witches Ride presented by YOU)
- Company inclusion in MVP Annual Stakeholder Report
- Invitation to Spring MVP Awards Luncheon
- Company logo on website & company promoted on social media
- Company logo on event banner and print marketing materials
- Company name or logo on yard signs & event signage
- Company marketing material in witches' registration goody bag
- Company provided promotional booth at event
- 15 complimentary MWR entries
- Up to 10 yard signs and car magnets



CRYSTAL HAT SPONSOR - \$5,000

- Company logo on website & company promoted on social media
- Company logo on event banner and print marketing materials
- Company marketing material in witches' registration goody bag
- Company provided promotional booth at event
- 10 complimentary MWR entries & car magnets
- Up to 8 yard signs



GOLD CAULDRON SPONSOR - \$2,500

- Company logo on website and promoted on social media
- Company marketing material in witches' registration goody bag
- Company provided promotional booth space at event
- 8 complimentary MWR entries & car magnets
- Up to 4 yard signs



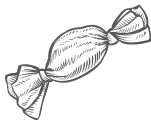
SILVER WAND SPONSOR - \$1,000

- Company logo on website and promoted on social media
- Company marketing material in witches' registration goody bag
- 4 complimentary MWR entries & car magnets
- Up to 2 yard signs



BRONZE GOBLET SPONSOR - \$500

- Company logo on website
- Company marketing material in witches' registration goody bag
- 2 complimentary MWR entries & car magnets
- Up to 2 yard signs



CANDY SPONSOR - \$250

- Company logo on website
- Company marketing material in witches' registration goody bag
- 2 complimentary MWR entries & car magnets



HOME PLACE PARK MADISON, AL
SUNDAY, OCTOBER 22, 2023

EXCITING ACTIVITIES
AWAIT YOU.

3 PM
WITCHES RIDE!



4-6 PM
BARKS & BOOS PET COSTUME PARADE
BLACK HAT BLOCK PARTY WITH GAMES,
MUSIC, FOOD, KIDS ACTIVITIES,
COSTUMES & MORE!



**Get Connected
With Us**

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-  melanie.thornton@mvpmadison.org
-  [madisonwitchesride](https://www.instagram.com/madisonwitchesride)
-  [madisonalwitchesride](https://www.facebook.com/madisonalwitchesride)



THANK YOU!

