

Investor Guide & Membership Levels V1



Support Local. Celebrate Community. Shape the Future.

Why Support Main Street Madison?

This isn't just our downtown - it's the living, breathing heart of our community. We are a passionate organization dedicated to preserving Madison's rich heritage while fueling a vibrant, economic future.



Through community-driven events, historic preservation, and fierce support for our local merchants, we transform our downtown into a bustling destination where culture thrives, small businesses grow, and neighbors connect.

From the morning coffee run to evening strolls under the lights, Main Street Madison is where our community's story is written. We don't just envision a thriving downtown - we build it, together. Join us, and help shape the future of downtown Madison.

Main Street Madison is a 501(c)(6) organization dedicated to the revitalization of historic downtown Madison.



MEMBERSHIP LEVELS

FRIEND OF MAIN STREET \$35

For individual residents and fans of downtown Madison

- Opportunity to support continued growth of downtown Madison
- MSM branded thank-you gift
- Newsletter and Annual Meeting invitation
- Eligible to serve on MSM committee

NEIGHBOR \$250

Ideal for local non-profits, mobile/home based businesses, and downtown superfans

- All benefits of Friend of Main Street
- PLUS:
- Recognition in Annual Report

ADVOCATE \$500

For established businesses and dedicated supporters of downtown Madison

- All benefits of Neighbor
- PLUS:
- Listing + logo (if applicable) on MSM website
 - Priority invitation and business vendor eligibility for MSM events
 - Social media spotlight

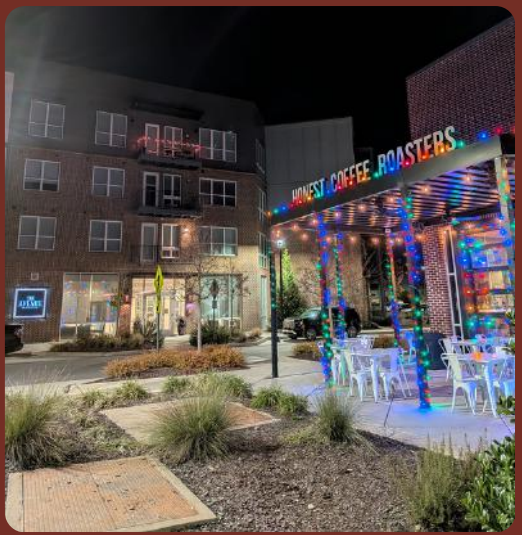
CHAMPION \$1000

Perfect for our in-district businesses and community champions

- All benefits of Advocate
- PLUS:
- Access to MSM grant opportunities
 - Priority listing + logo (if applicable) on website
 - Acknowledgement in *Madison Living* magazine
 - Priority invitation and complimentary vendor access for MSM events
 - Inclusion in 3rd party events



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Fueling Growth. Preserving Heritage.

Main Street Madison uses a proven, 40-year model that uniquely embraces historic preservation while driving economic growth and enhancing the downtown experience.

Our Main Street Membership gives us access to key resources - from data-driven market studies and design consultations to merchant training and revitalization grants.

By partnering with the City, legislators, and local leaders, we convert investment into real economic vitality - driving foot traffic directly to our downtown small businesses.

A thriving downtown is the ultimate economic driver for our community. By partnering with us at our foundational levels, you aren't just supporting a mission - you are actively underwriting Madison's legacy.



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FOUNDATIONAL PARTNERS

CATALYST \$5,000+

*Be a spark that accelerates
Main Street Madison's mission*

- Benefits of Champion
- PLUS
- Top tier sponsorship of one MSM event
 - Dedicated social media spotlight
 - Prominent recognition for driving a major MSM milestone within the Main Street 4-Point Framework

VISIONARY \$10,000

*For those that don't just
imagine a thriving downtown -
they bring it into focus*

- All benefits of Catalyst
- PLUS
- Recognition at all MSM events
 - Email signature digital placement
 - Eligibility to serve on MSM Advisory Council

FOUNDERS' CIRCLE \$25,000+

*Shape the future of downtown
Madison for generations*

- Benefits of Visionary
- PLUS
- Prominent social media spotlight and dedicated *Madison Living* feature
 - Permanent public recognition
 - Exclusive access to the annual Founders' Circle Reception

CIVIC ANCHORS \$40,000+

*For our City, County and
Legislative Partners*

- Ex-officio position on the MSM Board of Directors
- Quarterly "State of the Downtown" briefings with MSM leadership
- Prominent "Foundational Partner" recognition
- Collaborative alignment on city planning and downtown merchant needs

Contact Us



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mainstreetmadison.org



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OUR MISSION:

Cultivating a vibrant, inclusive downtown Madison where historic heritage, local entrepreneurs, and community connection flourish - fueling sustainable economic growth and enhancing quality of life.

