



The Big Gay Holiday Market
Dec. 19th – 20th, 2025

[Sponsorship Information](#)

About The Big Gay Market

Hi there! We're Ollie and Ashley, the co-owners of The Big Gay Market! We're Madison-based artists with years of event planning and small business experience. Ollie graduated with their Master's degree in Gender Studies where they took courses on market research, arts administration, and business start-ups. Ashley has extensive experience planning and executing large-scale public events and has been vending with her art business, Shawpawprints Watercolor, at various events throughout the region, including the PBS Wisconsin Garden Expo, Twin Cities Comic Con, and GameHole Con.

We started The Big Gay Market to create an inclusive and fun space for LGBTQ+ businesses to connect with the community. We aim to keep costs LOW for attendees and vendors to allow for a more equitable market space and event. With our sponsors' help, we can offer free general public admission to our daytime market and low-cost vendor fees.

Our Big Gay Holiday Market is **December 19th – 20th, 2025 (two days)** at the **Alliant Energy Center in Madison, WI!** More details coming soon.

Where You Come In!

Sponsoring the market will provide your business with the valuable advertising to a large demographic of individuals across the region. In addition, it will show your business' support for the LGBTQ+ community and our local artists.

The Big Gay Holiday Market is on its way to becoming one of the **LARGEST HOLIDAY MARKETS IN MADISON**. Unique benefits of the market include:

- **Becoming a sponsor is an AUTOMATIC, guaranteed admission to being at our show.** We reserve our market spaces for vendors and small businesses who go through the application process. Applying to be a vendor entails a juried process and is not a participation guarantee, whereas becoming a sponsor secures your spot.
- We will be offering **attendee bags with freebies** to the first 500 attendees of our Night Market! These bags will include **promotional materials** from local businesses and our sponsors.

Tiers for Sponsorships

SHOW SPECIAL SPONSORSHIPS

Drag Show Presenting Sponsor (\$3,000) includes:

- Business' QR code and logo on every table
- Logo on all show flyers and promotion
- 4x6 table outside the drag show
- Multiple shout-outs during the drag show
- All benefits included in the Bronze and Sponsor-an-Artist packages
- LIMITED TO ONE SPONSOR

Drag Bingo Presenting Sponsor (\$2,000) includes:

- Logo on all show flyers and promotion
- 4x6 table outside the drag bingo
- Multiple shout-outs during the drag bingo
- All benefits included in the Bronze and Sponsor-an-Artist packages
- LIMITED TO ONE SPONSOR

*NOTE: Show Special and General Market sponsorships can be combined

Market Sponsorships on next page -->

Tiers for Sponsorships (cont.)

GENERAL MARKET SPONSORSHIPS

Gold Package (\$3,000) includes:

- A guaranteed three-day 10x10 vendor hall booth with 1 table and 2 chairs
- Sponsor logo and website link on homepage of The Big Gay Market website from date of purchase until January 1st, 2026
- All benefits included in the Silver, Bronze, and Sponsor-an-Artist packages
- LIMITED TO TWO SPONSORS

Silver Package (\$1,000) includes:

- A guaranteed three-day 4x6 lobby table
- Market organizers can restock/reorganize your table during the market if you are unable to attend the entire time!
- All benefits included in the Bronze and Sponsor-an-Artist packages

Bronze Package (\$500) includes:

- Ability to include promotional materials in our 500 night market attendee bags
- Business cards or handouts on market entrance table
- Logo included on select physical and digital event materials
- All benefits included in the Sponsor-an-Artist package

Sponsor-an-Artist Package (\$300) includes:

- A social media shout-out post with up to 3 sponsor photos and a sponsor bio

*NOTE: Show Special and General Market sponsorships can be combined

More details on next page -->

What Next?

To proceed with a sponsorship, you are welcome to conveniently purchase a package at <https://www.thebiggaymarketllc.com/product-page/pride-market-sponsorships>.

If you want to be included in ALL benefits, we need all payment and business information by November 30th! Any sponsorship purchases after November 30th may not receive printed promo or other time-sensitive benefits.

Our Big Gay Holiday Market is **December 19th – 20th, 2025 (two days)** at the **Alliant Energy Center in Madison, WI!** Keep up with the most current details by following our instagram or visiting our website.

We so hope that you will consider sponsoring the market and supporting our diverse community. For more details and to have any questions answered, please feel free to email us at thebiggaymarket@gmail.com. We are happy to set up a call or meeting!

Best,
Ollie and Ashley with The Big Gay Market

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Ollie

Ashley