



The Big Gay Holiday Market Dec 18th – 19th, 2026

Collaborator &
Sponsorship Information

About The Big Gay Market

Hi there! We're Ollie and Ashley, the co-owners of The Big Gay Market LLC! We're Madison-based artists with years of event planning and small business experience. Ollie is a multidisciplinary artist that 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 lower vendor fees.

Our Big Gay Market Holiday Market is **December 18th – 19th, 2026 (two days)** at the **Alliant Energy Center in Madison, WI!** More details coming soon.

Where You Come In!

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

The Big Gay Holiday Market is one of the **LARGEST LGBTQ+ EVENTS IN MADISON**. Unique benefits of collaborating with the market include:

- **Becoming a collaborator 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 collaborator 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. Collaborators can add whatever they would like to the bags, guaranteeing eyes on their brand.

Tiers for Sponsorships

SHOW SPECIAL SPONSORSHIPS

Santa Station Sponsor (\$1,000) includes:

- Presenting sponsor for our entire weekend-long Santa station!
- Logo on a standee beside the Santa station
- Social media shout out as Santa Station sponsor
- LIMITED TO ONE SPONSOR

Drag Show Presenting Sponsor (\$1,000) 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 (\$1,000) 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, 2027
- 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

Smol Sponsor Package (\$150) includes:

- You or your business will be listed in a group sponsor social media post

*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/holiday-market-sponsorships>.

If you would like to be included in ALL benefits, payment and business information needs to be submitted by November 18th! Any sponsorship purchases after November 18th may not receive printed promo or other time-sensitive benefits.

Our Big Gay Market Holiday Market is **December 18th – 19th, 2026 (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

thebiggaymarket@gmail.com
www.thebiggaymarketllc.com



Ollie

Ashley

Frequently Asked Questions

I would like to be the only sponsor in a certain category. How can we go about that?

If you would like market exclusivity, please email us with your business type. It's possible we'll be able to work something out!

I am interested in trading something for one of these sponsor packages!

We do many trades with local orgs and nonprofits, and would be happy to consider offers for equal value advertising and/or services. This is why we are moving away from the sole term of "sponsors" and calling everyone that we pair with for these packages "collaborators"!

Can I mail a check?

Yes! Please email us for mailing address details.

If I am a collaborator/sponsor, do I have to be present at my booth for the entire market?

Nope. Collaborators/sponsors are allowed to leave their booths set up during the market and admin staff can restock the table as they have time. However, these booths will not be closely monitored, so valuable items should not be left out.

How many attendees can I expect at this market?

We see the market grow every year, however we had about 7,000 attendees at the Pride 2026 market, and about 5,000 at the Holiday 2025 market.

Are payments tax deductible?

At this time, they are not tax deductible because The Big Gay Market is an LLC and not a nonprofit.