



Igniting
the Music Festival Season
For Over 25 Years

Sunday, May 18th
11am to 7pm
WARNER PARK

**SPONSORSHIP
OPPORTUNITIES**



Listener-Sponsored Community Radio



who we are



WORT is a listener-sponsored noncommercial radio station and digital content provider serving south Central Wisconsin since 1975. Our radio signal at 89.9 FM reaches a 70-mile radius 24 hours a day, and our online presence has fans worldwide.

WORT's programming is created by hundreds of volunteers who come together with a passion for their field of interest. Our news and talk department wins awards yearly from the Wisconsin Broadcasters Assn., the Milwaukee Press Club, and more. Our music programming has earned us the title of Madison's Favorite Local Station year after year from the Isthmus, and the Madison Area Music Awards presented WORT with a Lifetime Achievement Award for our dedication to local artists.

WORT is a 501(c)3 nonprofit organization and is run by a small paid staff and guided by our Board of Directors.

the evolution of a festival



The **WORT Block Party** began in 1997 and for nearly 2 decades it was held next to the station on the end of Doty Street. Neighborhood construction made us rethink the location in 2014.



What has remained constant is our commitment to showcasing local and regional artists in the widest variety of genres as well as partnering with great local businesses like yours to provide this day of free live music and arts exploration. We are especially proud to partner with **Madison Homebrewers and Tasters Guild** to provide the biggest selection of rotating beverages at any music festival outside the Great Taste of the Midwest.

We moved to the 200 block of Martin Luther King, Jr., Blvd. where it was held until 2019. Although popular, many complained of the pavement. It still wasn't quite right.

In 2021 we found our new home in Warner Park, surrounded by gorgeous oak trees (and with ample parking). It didn't feel right calling it a block party anymore. The party had grown and needed a new moniker. **WORTstock** was born.



our audience



32,000+ on-air listeners (10% donors)
25,000+ unique monthly website users
1,500+ unique monthly app users

social media

WORT FM on Facebook	13k followers
wortfm on Instagram	3.2k followers
@WORTnews on X	4.5k followers
@wortradio on X	2.2k followers

estimated WORTstock 2025 attendance

3,500+

We utilize every media tool at our disposal to promote WORTstock, as well as tap into other popular local media outlets, community calendars, and listservs.



Past performers include Ugochi, La Combi, Bing Bong, Tani Diakite, Natty Nation and many more...



WORTstock offerings



5 Bands

in a wide variety of genres

Craft Vendors

handmade and fair trade items from around the globe

Food Carts

from BBQ to Vegan, Costa Rican to Asian, there's something for everyone

No Crap on Tap

MHTG provides a rotating selection of beverages throughout the day from more than 20 local breweries!

Arts Explorium

we partner with local arts organizations to provide art supplies so attendees of all ages can explore their creative side

Info Booths

fellow nonprofits share info on the great work they are doing



WORTstock buzz



Media coverage links:

2023 (WKOW 27) <https://www.youtube.com/watch?v=G3CKqEnCxuo>

2022 (WISC 3) https://www.youtube.com/watch?v=nq4_PmCY0Nc

As a band we feel grateful to be a part of your festival.
--Joel Brantmeier, Birddog Blues Band

Thank you so much for letting me be a part of it again! It was a great day!
--Helen Valentino Art

It was a great event. We registered a few voters and talked to lots of people. Look forward to next year!
--Lisa Aarli, Northside Action Team

Thanks for having us, we had a great time and made some money. Looking forward to next year, and we are planning on adding gryos to our offerings. See you next year!
--Phillip Kasubaski, Rollicious Creamery

Thank you for the super fun day! And thank you for all your support and hooking us up with fantastic volunteers, it made a crazy day well organized, which is always a trick.
--Lisa Nunez, 608 Arts

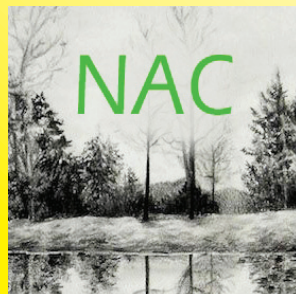
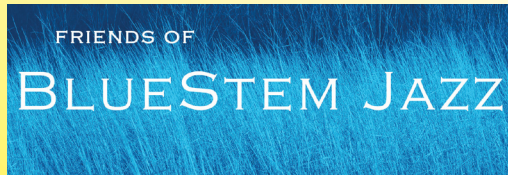
Just reaching out thanking you for letting us participate in WORTSTOCK this year. We had a great time. You guys were very organized and made everything very smooth for us. Hopefully we can participate next year!
--Colin Jipson, Ernie's Kettle Korn

sponsorship opportunities



Sponsor benefit	\$1,500 Presenter	\$500 Sponsor	\$100 Supporter
Front-end "Presented by" mention in on-air promo	X		
On-air promo inclusion	X	X	
Logo on print materials (posters, handbills, etc.)	X	X	
Individual logo banner on stage (must be provided)	X		
Logo inclusion on multiple sponsor stage banner	(if banner not provided)	X	X
Logo on WORT website post	X	X	
Name on WORT website post			X
Cohost Status on Facebook event	X		
Inclusion in FB event description	X	X	X
Dedicated social media posts announcing your support	5	3	1

our past partners



contact

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Visit our website: www.wortfm.org

Thank you for considering sponsorship of WORTstock, and helping to ensure the success of a diverse multicultural arts event in the Madison area.

WORT is a registered 501(c) charitable nonprofit organization.
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