

MSCR CENTENNIAL *Celebration*

Celebrating 100 Years of Community
Impact and ensuring the future of
recreation for all in Madison

**PRESENTED BY THE
FRIENDS OF MSCR**



October 15, 2026
The Tinsmith
Madison, WI

CELEBRATING 100 YEARS

In 1926, MSCR was created by a group of forward-thinking individuals committed to building a vibrant, growing community of active people.

MSCR continues to proudly serve the Madison community. 100 years later, MSCR remains *the* place for Madisonians to learn, play and enrich their lives.

This celebration features music, hors d'oeuvres, and auction to ensure our community has access to high quality recreation for all ages.



BUILDING THE NEXT CENTURY TOGETHER

Sponsor our Centennial Celebration and help MSCR keep Madison active and connected. All funds raised ensure our programs and facilities remain accessible to every neighbor for years to come. Be a part of this once-in-a-century event and help us create a lasting legacy for the city we love!

SPONSORSHIP OPPORTUNITIES

Centennial Cornerstone \$5000

As our Presenting Sponsor, your company is the cornerstone of the MSCR Centennial. This partnership anchors the next century of Madison recreation.

- Signature Branding: Prime placement of your name and logo on all event promotions, digital platforms, invitation and venue signage.
- Name and logo recognition on the Centennial Online Auction website.
- Recognition on the MSCR website for 6 months and in the MSCR Fall 2026 Program Guide.
- The Centennial Keynote: Receive our highest level of recognition, featuring a dedicated introduction and the exclusive opportunity to deliver a "Toast to the Next Century" alongside MSCR leadership.
- 6 event tickets.

Legacy Landmark \$3000

Legacy Landmark sponsors honor MSCR's legacy in Madison. Your company pays tribute to the history of play and learning that has shaped our community.

- Premium Branding: placement of your name and logo on all event promotions, digital platforms and venue signage.
- The Spotlight Moment: Receive a dedicated shout-out and take the stage to lead a high-energy round of MSCR Centennial Trivia.
- 4 event tickets.

Playmaker's Palette \$2000

Fuel the celebration! Your collective support brings the food, music and fun that keeps 300 guests moving throughout as we celebrate a century of community play. Choose to sponsor the event's food, entertainment, auction or fun & games.

- Prominent Branding: High-visibility logo placement at the event stations and prominent features in the event program, website and social media.
- 4 event tickets.



Recreation Fan \$500

Join our fan club! Show your love MSCR and help ensure community impact for the next 100 years.

- Logo placement on the event program, website and social media.
- 2 event tickets.

OTHER WAYS TO GIVE

Auction

Donate to Our Auction

As part of our historic 100-year milestone, we are hosting two events: an Online Auction leading up to the celebration and a high-energy Live Auction at the Centennial event.

We are looking for premier experiences and unique items that reflect the vibrant spirit of Madison. By donating an item, your business gains visibility among our 300+ guests and thousands of digital followers, all while ensuring the next century of MSCR programs remains accessible to everyone.

We are currently seeking premium donations, including:

- **Best Seats in the House:** Tickets to concerts, theater performances, or major sporting events.
- **Unique Memorabilia:** Autographed items from legendary athletes or local icons.
- **Gift of Relaxation:** Spa packages, wellness days, and boutique salon experiences.
- **Destinations & Getaways:** Hotel stays, vacation rentals, and travel vouchers.
- **One-of-a-Kind Experiences:** Private chef dinners, behind-the-scenes tours, or recreational adventures.



OTHER WAYS TO GIVE

Buy Tickets

Attend the Centennial Celebration

The Centennial Celebration is more than just a party—it is a gathering of the people who make MSCR thrive. We invite you to grab your spot on the starting lineup and celebrate 100 years of MSCR with us!

Choose Your Impact Level:

\$100 | Centennial Champion

Our premier ticket level for those who want to lead the way into the next century.

\$50 | Community Builder Designed for the neighbors and partners who help us build community every day.

\$26 | 1926 Founder

A nostalgic nod to the year it all began.



For more information, please contact
Jessica Cady-Bartholomew
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jjcadybartho@madison.k12.wi.us



CENTENNIAL CELEBRATION SPONSOR LEVELS

- Centennial Cornerstone** - \$5,000
- Legacy Landmark** - \$3,000
- Playmaker's Palette** - \$2,000
- Recreation Fan** - \$500

SPONSOR INFORMATION

Company Name *(as it would appear at event)* _____

Contact Name _____

Address _____

Website _____

Phone _____

Email _____

Payment Options: Online

Check Attached

Checks payable to Friends of MSCR

PLEASE RETURN THIS FORM TO:

Friends of MSCR
Attn: Mary Roth
328 E. Lakeside St
Madison, WI 53715

Email: mcrowley@madison.k12.wi.us

THANK YOU FOR YOUR SUPPORT!

Sponsorships must be confirmed no later than August 15, 2026 to guarantee company name and recognition in print materials. For more information, please contact Mary Roth.

Friends of MSCR is a 501(c)(3),
EIN # 39-2034615