



# MADLIT EVENTSERIES

Created as an **inclusive** safe space and to help revitalize the 100 block of State Street after the COVID-19 Pandemic, Mad Lit has carried on its legacy **increasing visibility for local artists and businesses of color** in Madison, Wisconsin.

**Urban Community Arts Network (UCAN)**, the non-profit organizer of Mad Lit, aims for the event series to lead as an example of **equitable stage access** and a **fair pay music ecosystem**.



**UCAN** is dedicated to supporting **sustainability** in the Madison Hip-Hop community and advocating for **equity** in the local arts and entertainment ecosystem.

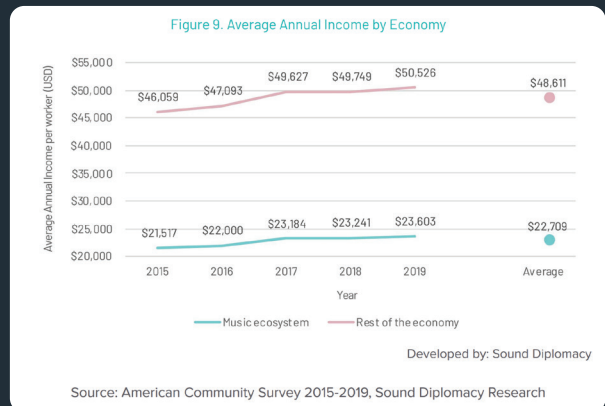
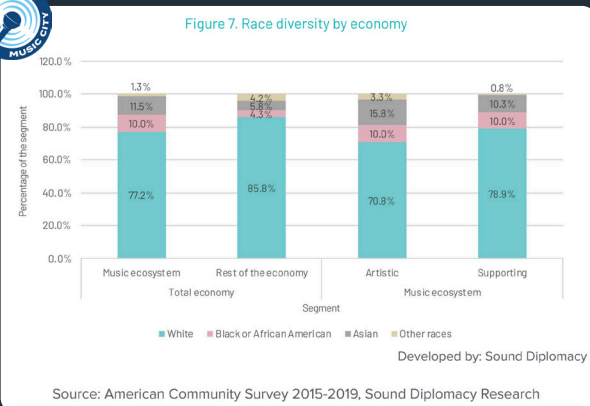
# Our decisions are driven by research.

Local Hip-Hop artists and musicians of color in particular have notoriously been **under-supported** in Greater Madison's music scene.<sup>1</sup>

The barriers to Hip-Hop put in place by venues make it difficult for rappers, DJs, and other artists in the Hip-Hop scene to book shows in prime locations, such as downtown Madison. Inability to find work consistently at a good location has directly impacted the community and the culture, weakening both. Even though Madison is considered a liberal town, there is still perceived racism in the way the government and businesses handle issues and work with the Hip-Hop community.

Mad Lit provides local Hip-Hop artists and musicians of color the opportunity to perform in one of Madison's most **audience accessible** areas, the 100 block of State Street.

In the Greater Madison Music Ecosystem<sup>2</sup>, musicians and music professionals of color are a substantially **lower** percentage of those employed in our industry. Additionally, musicians and music professionals of color reportedly make **less** than their counterparts.<sup>3</sup>



We ensure every Mad Lit participant receives a fair honorarium for the body of work/art they display.

# Your support strengthens our impact.

Approaching it's **fourth year** of service, the free event series has successfully hosted **over two hundred participants of color** ranging from musicians, painters and small business owners **thanks to the series sponsors.**



All of Us Research Program  
 Destination Madison  
 Downtown Madison Inc.  
 Madison Community Foundation  
 Great Dane Pub & Brewing  
 Tito's Handmade Vodka  
 107 State



The Cap Times  
 Honeybee Cannabis Co.  
 Karben 4 Brewing  
 Synergy Coworking  
 UJAMAA  
 Madison's Central BID  
 Latino Chamber of Commerce of Dane County

With goals surrounding **capacity expansion**, an increased **marketing budget**, booking **national acts** with local acts and **supporting additional artists and vendors**, we see an **equitable** and **sustainable** platform for local musicians, visual artists and vendors of color in Madison, Wisconsin.

# Lead as an agent of change in our music ecosystem.

By becoming a sponsor of Mad Lit, you place yourself **stage left** and **stage right**.

You have the ability to **remove reasonable doubt** from the shoulders of Mad Lit artists and vendors by showing them **support exists** beyond their peripheral presence.

**Contact us today:**  
info@ucanmadison.org



**Demonstrate your commitment to diversity, equity and inclusion in Madison.**

**This year**, we are inviting our sponsors to express their appreciation of local arts and businesses by **joining us** on the 100 Block of State Street during the event series.

The opportunity to **network** in the familiar, or unfamiliar, environment of a free, outdoor local music event in Downtown Madison allows you to connect with **artist fanbases, college students**, those in their **middle adulthood** and **music loving families**.

Our **sponsorship packages** include name and logo placements on promotional material, t-shirt and banner placement, as well as on stage and online highlights.

*Sponsorship Packages are listed on the final page.*

# 2024

## Sponsorship Packages



- COPPER** + [YOUR NAME] NEWSLETTERS & WEB
- BRONZE** + [YOUR LOGO] FLYERS, NEWSLETTERS & WEB
- SILVER** + [YOUR LOGO] T-SHIRTS & BANNER  
+ 2 ON-STAGE LIVE READS
- GOLD** + 2 EXTRA ON-STAGE LIVE READS  
+ 1 ONLINE HIGHLIGHT
- PLATINUM** + 2 EXTRA ON-STAGE LIVE READS



[YOUR NEXT STEP]  
SCAN OR CONTACT US TODAY  
TO SPONSOR MAD LIT IN 2024  
[INFO@UCANMADISON.ORG](mailto:INFO@UCANMADISON.ORG)  
[WWW.UCANMADISON.ORG](http://WWW.UCANMADISON.ORG)

# CAN WE COUNT ON **YOU** THIS YEAR?



Scan, or **contact us** to  
support Mad Lit in 2024!

#### References:

1. UW Madison Community and Environmental Sociology Department and Urban Community Arts Network, 2019, *Voices of Hip-Hop in Madison*  
<https://www.ucanmadison.org/wp-content/uploads/2023/12/2019-Final-Report-Hip-Hop-Voices.pdf>
2. Sound Diplomacy and Greater Madison Music City Project, 2020, *Greater Madison Music City Music Recovery Framework, Figure 7*  
<https://ourgmmc.org/wp-content/uploads/2023/12/GMMC-Music-Recovery-Framework.pdf>
3. Sound Diplomacy and Greater Madison Music City Project, 2020, *Greater Madison Music City Music Recovery Framework, Figure 9*  
<https://ourgmmc.org/wp-content/uploads/2023/12/GMMC-Music-Recovery-Framework.pdf>