



Madison City Schools is home to two of the highest-performing high schools in our state, providing students with academic and extracurricular opportunities that enhance their future. However, both schools often operate independently of each other. MadFest brings together students at both high schools to create a collaborative community festival. The event is entirely planned and organized by students at both schools. MadFest aims to connect Madison through interactive activities and meaningful service.

What is it? MadFest is an event in Madison, Alabama that combines festival fun with community service. The festival is packed with fun and engaging activities and events for all ages. Think of MadFest like your traditional county fair. We'll have basic items like food trucks, music, and inflatables, but we'll also have other exciting attractions like tethered hot air balloon rides and a car show! Additionally, the community will be given the opportunity to serve in places across the area. The event exists for the sole purpose of community connection. This year, MadFest will be held on May 10th, 2025 at Madison City Stadium. All additional information about the event can be found at [madfest.info](https://www.madfest.info).



Letter from the Executive Director



Last year was the inaugural MadFest. With only around two months of planning, we had thousands of attendees. The event was a huge success with great feedback from the community. Students from across the city have already been working on the planning process since August. With almost a full year of planning, we anticipate 10,000 attendees. MadFest is solely funded by community sponsors and partnerships. Your partnership with this event will yield a great return on your investment. Last year, MadFest and our sponsors appeared on marketing materials on various news and radio stations, and were advertised to all 13,000 students in the district. All donations are tax deductible and greatly appreciated! Please reach out with any questions! We look forward to working with you to build community connection!

Thank you,
Simon Adkins, MadFest Executive Director
saadkins06@gmail.com



Disclaimer for Fundraising

MadFest is an independent organization led by students of Bob Jones and James Clemens High Schools as a subsidiary body of Bob Jones High School PTSA, but is not financially affiliated with Madison City Schools, Bob Jones High School, James Clemens High School, or the City of Madison. Any funds raised for MadFest are raised in the name of Bob Jones High School PTSA and not on behalf of Bob Jones High School, James Clemens High School, Madison City Schools, or the City of Madison.



Sponsorship Levels

Diamond Sponsor – \$2,500+

Premier sponsorship with as much publicity as possible, personalized social media posts tailored to you, Free vendor spot in prime location, logo on T-Shirt, entrance banner, website, shoutout at event

Platinum Sponsor – \$2,000

Free vendor spot, logo on T-Shirt, entrance banner, website, shoutout at event

Gold Sponsor – \$1,000

Logo on T-shirt, entrance banner, website, shoutout at event

Silver Sponsor – \$500

Logo on entrance banner, appear on website, shoutout at event

Bronze Sponsor – \$250

Appear on website, shout out at event

● ○ MadFest 2025



Your partnership with MadFest allows your company to build brand awareness and drive product or service sales for a potential new geography. Sponsoring this event could show public support for the next generation of leaders and Madison City students!

These are the general levels, but all fundraising is flexible! We are open to any amount you would like to give. If you want to sponsor a tangible assets, such as a particular activity or even the shirts for the festival, just let us know! Additionally, we are open to any alternatives for partnering with MadFest.

Send to: Bob Jones High School 650 Hughes Road/ Madiosn, AL 35758

Make checks payable to:

Bob Jones High School PTSA

Memo: MadFest

EIN/Tax ID number 237441043