



National Mustard Museum Mustard Day Sponsorship

Pick Your Flavor!

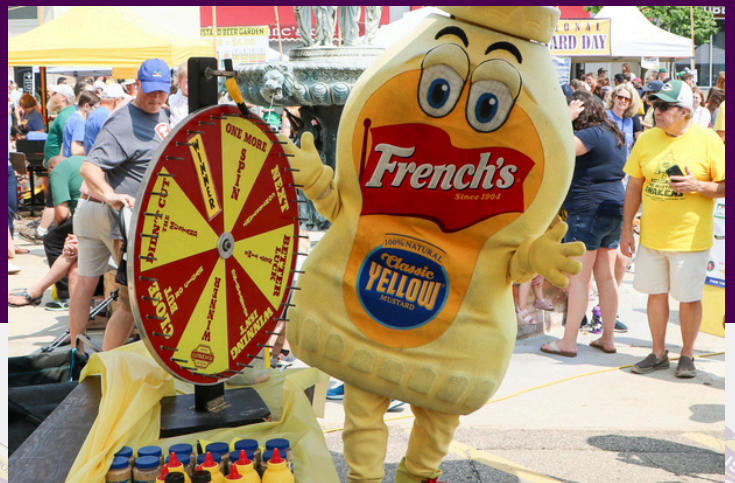
2026



Our Mission

Hold the Ketchup!

At the nonprofit National Mustard Museum, we ignite curiosity and passion for the world's most flavorful condiment. Through captivating stories, hands-on experiences, and a one-of-a-kind mustard collection, we inspire everyone to discover the vibrant history, diverse cultures, health benefits and boundless possibilities of mustard. Together, we celebrate its power to bring people, flavors, and traditions together in unforgettable ways.





Our Story

Barry Levenson, Founder and Curator

The National Mustard Museum began with a late-night epiphany after the 1986 World Series, when founder Barry Levenson—reeling from a Red Sox loss—bought a dozen jars of mustard and decided to build the world’s largest collection. While continuing his work as a Wisconsin Assistant Attorney General, Barry collected mustards everywhere he went, even carrying one to a winning case before the U.S. Supreme Court. In 1992, he left the law to open the Mustard Museum in Mount Horeb, Wisconsin, a highly improbable idea that quickly became a national sensation, earning features on Oprah, Jeopardy!, and more before eventually relocating to downtown Middleton as the National Mustard Museum.

Today, the Museum houses more than 7,000 mustards from all 50 states and over 70 countries, along with extensive mustard memorabilia, historic artifacts, and educational exhibits. A 501(c)(3) nonprofit located just outside Madison, the Museum celebrates the rich history, culture, and craft of mustard—standing proudly as a one-of-a-kind tribute to the undisputed King of Condiments.



“If you collect us, they will come.”





Why Sponsor Us?

● *A Cultural Treasure*

We're here to celebrate mustard in all its tangy glory — from ancient recipes to modern gourmet blends. With thousands of visitors each year, quirky events, and national media buzz, we're the only place where mustard truly gets the spotlight it deserves.

● *Entirely Supported by Donations*

Unlike many museums, we receive no funding. Every exhibit, event, and educational program exists because of the generosity of sponsors and donors. Your support keeps our doors open, and our mustard legacy alive.

● *Community Connection*

Sponsorship means aligning with a beloved institution that brings joy, flavor, and pride worldwide. You'll be part of a community that values culture, history, and a dash of humor.

● *Delicious Perks*

As a sponsor, you'll enjoy tastings, tours, and mustard-themed experiences for your team or clients — because supporting culture should be as fun as it is meaningful.

National Mustard Day Sponsorship Opportunities

MUSIC STAGE (\$7,500)

Covers the music stage and fees for bands performing

Benefits include:

- Music Stage naming rights and your logo prominently displayed in the location with the most attendee exposure – the stage!
- Recognition in event marketing including website, social media, banner, and promotional materials
- Verbal recognition from the music stage
- VIP attendee package

KID'S ENTERTAINMENT AREA (\$3,000)

Covers the cost of our incredible kid's entertainer all day!

Benefits include:

- Recognition on event signage in the Kid's Area
- Verbal recognition from the music stage
- Recognition in event marketing including website, social media, banner, and promotional materials
- Opportunity to provide branded giveaways as prizes for kid's entertainment activities

BAR SPONSOR (\$2,500)

Covers bar set up, product, and supplies.

Benefits include:

- Logo prominently displayed at both Mustard Day bars, drink menus, and signage
- Verbal recognition from the music stage
- Recognition in event marketing including website, social media, banner, and promotional materials
- Option to bring in specific brand product (malt beverage company only)
- Opportunity to help bartend and network with attendees in a fun, social setting

CARNIVAL GAMES (\$1,000)

- Showcase your organization at National Mustard Day! Run a carnival game (game supplies provided) and promote your brand/services.
- Generate leads through a promotion/signup
- Branded swag as game prizes (where appropriate)
- Your logo on display at the designated game tent

TICKET SPONSOR (\$1,000)

Your logo on event tickets used for food, drink, and game purchases (event is cash or ticket only).

Social media recognition during promotion.

National Mustard Day Sponsorship

UNDERWRITING SELECTION

- Music Stage \$7,500
- Kid's Entertainment Area \$3,000
- Bar Sponsor \$2,500
- Carnival Games \$1,000
- Ticket Sponsor \$1,000
- I would like to make a tax-deductible donation at a different level in the amount of: _____

SPONSOR PAYMENT INFORMATION

Your Name: _____ Title: _____

Company: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Telephone: _____

Name (as you would like it to appear): _____

- Please invoice me
- Check enclosed (made payable to National Mustard Museum)
- Please charge my:
 - VISA
 - MasterCard
 - Discover
 - American Express

Name on card: _____ Card Number: _____

Exp. Date: _____ CVV (3-Digit Code): _____

Please mail the completed form and payment to the National Mustard Museum,
7477 Hubbard Ave, Middleton, WI 53562 before June 1, 2026.

For more information, don't hesitate to get in touch with Rich Kasper at
RKasper@mustardmuseum.org

DEADLINES

*To be included in all applicable National Mustard Day marketing material, please send a PNG version of your company's logo to marketing@mustardmuseum.org before June 1, 2026.

General Sponsorship Levels

Pick Your Flavor

Golden Dijon Partner – \$10,000+

Sustain exhibits, archives, and educational programs

- o Naming rights for National Mustard Day Festival
- o Prominent logo placement in museum and marketing
- o VIP mustard-pairing experiences
- o Recognition as a guardian of culinary culture

Classic Yellow Champion – \$5,000

Keep unique events and community programs thriving

- o Logo on event banners, website, newsletters
- o Social media shout-outs (with mustard puns!)
- o Complimentary tours for staff/clients
- o Honored as a pillar of community culture

Spicy Brown Supporter – \$2,500

Preserve thousands of mustard jars and artifacts

- o Recognition in newsletters and select signage
- o Curated mustard gift basket
- o Listed as a protector of culinary history

Honey Mustard Friend – \$1,000

Help keep our doors open and mission alive

- o Local business spotlight in communications
- o Invitations to community events
- o A jar of gratitude (literally!)
- o Celebrated as a friend of culture and flavor

National Mustard Museum Sponsorship

GENERAL SPONSORSHIP SELECTION

- Golden Dijon Partner - \$10,000
- Classic Yellow Champion - \$5,000
- Spicy Brown Supporter - \$2,500
- Honey Mustard Friend - \$1,000
- I would like to make a tax-deductible donation at a different level in the amount of: _____

SPONSOR PAYMENT INFORMATION

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- Please invoice me
- Check enclosed (made payable to National Mustard Museum)
- Please charge my:
 - VISA MasterCard Discover American Express

Name on card: _____ Card Number: _____

Exp. Date: _____ CVV (3-Digit Code): _____

- I would like to pay online at <https://givebutter.com/NMMgeneral>

Please mail the completed form and payment to the National Mustard Museum,
7477 Hubbard Ave, Middleton, WI 53562.

For more information, don't hesitate to get in touch with us at
marketing@mustardmuseum.org.



Next Steps

Contact Rich Kasper



RKasper@mustardmuseum.org



502.648.4805



mustardmuseum.org

2026

Deadline: Secure your spot before the next National Mustard Day Festival by June 1, 2026!