

| Benefits of Sponsorship | Presenting Sponsor \$25,000 | Gold Sponsor \$10,000 | Silver Sponsor \$7,500 | Bronze Sponsor \$5,000 | Copper Sponsor \$2,500 | Krypton Sponsor \$1,000 |
|---|--------------------------------|--------------------------|---------------------------|---------------------------|---------------------------|----------------------------|
| Festival Recognition | | | | | | |
| Recognition as a presenting sponsor of the festival | ● | | | | | |
| Space for one freestanding trade show banner at the Discovery Building | ● | ● | | | | |
| A speaking role at a talk/presentation in the Discovery Building | ● | ● | | | | |
| Recognition and identification at a Discovery Building featured event | ● | ● | ● | | | |
| Pre-festival promotional event at your business | ● | ● | ● | | | |
| Exhibit space, roughly 10' x 10', during the Discovery Expo (Daytime days of your choice: Thurs., Fri., Sat. & Sun.) | ● | ● | ● | ● | | |
| Logo on festival T-shirt worn by staff and volunteers | ● | ● | ● | ● | | |
| Print Material Recognition | | | | | | |
| Logo recognition on a festival promotional item | ● | | | | | |
| Logo recognition on statewide signage templates | ● | | | | | |
| Name recognition on statewide signage templates | | ● | ● | ● | ● | |
| Logo on festival floor graphics inside the Discovery Building for three weeks leading up to the festival | ● | ● | ● | ● | | |
| Online Recognition | | | | | | |
| Logo recognition on homepage and first tier subpages of WiSciFest.org | ● | | | | | |
| Logo on festival website sponsorship page | ● | ● | ● | ● | ● | ● |
| Mention of your sponsorship on the Wisconsin Science Festival Facebook page, with links to your organization | ● | ● | ● | ● | ● | |
| Additional Benefits | | | | | | |
| Discovery Building four-hour room rental (Boardroom for Presenting Sponsor, conference room for Gold & Silver Sponsors) | ● | ● | ● | | | |
| Tickets to the festival celebration luncheon | 6 | 4 | 4 | 2 | 2 | 2 |
| Tickets to attend featured festival events | 4 | 2 | 2 | | | |

| Sponsorship Add-Ons | Total Cost | Additional Benefits |
|-----------------------------------|------------|---|
| Discovery Expo Sponsor | \$15,000 | Gold Sponsorship + exclusive recognition as the Discovery Expo sponsor on related signage and marketing |
| Bag Sponsor | \$12,000 | Bronze Sponsorship + exclusive logo recognition on 6,000 WSF bags distributed each year |
| Robot Zoo Sponsor | \$10,000 | Bronze Sponsorship + exclusive recognition as the Robot Zoo sponsor on related signage and marketing |
| Foldscope Sponsor | \$10,000 | Bronze Sponsorship + exclusive recognition as the foldscope sponsor on materials given to teachers and students |
| Citizen Scientist Program Sponsor | \$10,000 | Bronze Sponsorship + exclusive recognition on soil sampling materials given to teachers, students, and groups throughout Wisconsin. Soil samples will be used by the Small World Initiative in its global effort to find new antibiotics. |

Contact us for additional customizable sponsorship opportunities around programs and events at the 2017 festival.



BENEFITS OF SPONSORSHIP

- Strategic visibility and recognition throughout Wisconsin as an innovative leader in supporting public understanding of science, technology, engineering, art and math, as well as community engagement.
- Opportunities to network with university/community resources and establish collaborative contacts and prospects for growth.

“ It’s science events like these that help us appreciate what’s happening around us right now, what happened thousands of years before us and what’s happening within each one of us as our DNA replicates at a mind-numbing pace. That’s science...it helps us understand life...and the more we understand, the more amazing it becomes. ”

– Penny Patterson
Senior director of communications and marketing services, Promega Corporation

FAST FACTS ABOUT THE 2016 FESTIVAL

Events and Attendees

- 34,000 attendees
- 250 events statewide
- 100+ organizations & businesses partnered for the event
- 3,534 students attended festival field trips

Advertising and Media Coverage

- 4.4 million impressions via mobile, online, radio, TV and print advertising*
- 73 news outlets, ranging from articles in the Wausau Daily Herald to interviews on Wisconsin Public Radio, reaching a potential audience of more than 22 million news and media website viewers*

*Recognition for Wisconsin Science Festival sponsors in advertising is dependent upon the size/length of each ad and the level at which a company sponsors.

For more information, please contact Jo Withers at 608.316.4651, jwithers@morgridge.org

NOVEMBER 2-5, 2017 WiSciFest.org

