

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

Contact us for additional customizable sponsorship opportunities around programs and events at the 2018 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 2017 FESTIVAL

Events and Attendees

- 36,100 attendees
- 203 events statewide in 55 cities
- 100+ organizations & businesses partnered for the event
- 3,500+ students and chaperones attended field trips

Advertising and Media Coverage

- 4.2 million impressions via mobile, online, radio, TV and print advertising*
- 69 news outlets, ranging from articles in the Chippewa Herald to interviews on Wisconsin Public Radio, reaching a potential audience of more than 11 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

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