

| 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.) | • | • | • | • | | |
| 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 sponsor celebration | 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 2020 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.

“ At Alliant Energy, we put our support behind the Wisconsin Science Festival because it’s a perfect fit with our goal of Powering Beyond. The festival promotes and celebrates innovation throughout Wisconsin, makes STEM education exciting for students, and connects our customers with ideas that can change the world. That’s Powering Beyond.”

– Julie Bauer
Community Affairs Manager, Alliant Energy

FAST FACTS ABOUT THE 2019 FESTIVAL

Events and Attendees

- 33,168 attendees
- 336 events statewide in 92 communities
- 140+ organizations & businesses partnered for the event
- 2,600+ field trip students

Advertising and Media Coverage

- 3.6 million impressions via mobile, online, radio, TV and print advertising*
- 31 news outlets, reaching a potential audience of more than 3 million news and media website viewers*
- #WiSciFest webpages were viewed over 50,000 times during the week of the festival

*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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