

W I S C O N S I N
SCIENCE FESTIVAL ?
CURIOSITY UNLEASHED.



Host Resource: Frequently Asked Questions

October 16-26th, 2025

PRODUCERS



2025 Wisconsin Science Festival: Event Host Frequently Asked Questions

WHAT THE HECK IS A SCIENCE FESTIVAL ANYWAY?

Science festivals are public celebrations that offer a wide range of science, technology, engineering and math-related activities – creative exhibitions, demonstrations, performances, tours, debates, workshops, concerts – over a period of several days in a variety of locations. The Wisconsin Science Festival is one of many science festivals throughout the world and is an active member of the Science Festival Alliance (<https://www.sciencefestivals.org/>).

WHAT KIND OF THINGS CAN WE DO AT A SCIENCE FESTIVAL?

All kinds of fun stuff! You can look, listen, feel, touch, taste and discover the wonders of all aspects of the sciences, arts and more through interactive exhibits, hands-on workshops, citizen science challenges, lectures, demonstrations and conversations with leading researchers and creative thinkers.

WHERE IS THE WISCONSIN SCIENCE FESTIVAL HELD?

All over Wisconsin! Generally, we aim to have at least one event within an hour drive of everyone in Wisconsin over the days of the festival. The festival is headquartered in Madison at the Discovery Building on UW-Madison's campus but typically two-thirds of festival events happen outside of Dane County.

IS IT FREE OR DO I HAVE TO PAY?

The Wisconsin Science Festival is free for event hosts to participate in; however, expenses an organization incurs to staff and produce their location's events are not covered by the Wisconsin Science Festival. Events or programs included in the festival do not have to be free of charge. Some activities may have a nominal charge for materials or meals and some locations charge their usual admission fees.

IS THE WISCONSIN SCIENCE FESTIVAL FOR KIDS? FAMILIES? TEENS?

It's for everyone! There are some programs specifically for kids and families, and some just for adults. The website listing for each individual event can specify which age range the program is for.

WHY DO WE NEED A SCIENCE FESTIVAL?

Wisconsin is a state with a rich history of science and technology innovation. A wide variety of institutions participate in science, technology, engineering and math research and exploration and yet are almost invisible to the public. The Wisconsin Science Festival offers a chance to bring these gems to light, allowing the public to interact with and explore the scientific wonders in their own backyard.

IS THERE A THEME?

The Wisconsin Science Festival welcomes events from any science or art discipline. Rather than a specific theme, each year we highlight an aspect of the world around us to generate additional excitement and creativity within events and programs. Please note, events related to the festival feature are NOT requirement to participate in the festival.

HOW IS THE FESTIVAL PROMOTED TO THE PUBLIC?

The Wisconsin Science Festival garners widespread media attention, with some events capturing national press. Visitors from as many as 17 different states engage in events throughout Wisconsin, and the economic impact of the festival typically exceeds \$600K. During the month of October, we have over 100,000 visits to our website where participants can find events unique to their area in the state. Overall, the festival promotional campaign comprises regional and statewide impressions via mobile, online, radio, TV and print advertising through 33 news outlets, reaching a potential audience of more than 3 million news and media website viewers.

Any events submitted and approved before August 1 will be invited to request an official WSF event host kit with swag that can be used before or during the festival to promote the event. The host site and/or organizer should also coordinate promotional efforts through their own networks that would be appropriate and effective for their particular event and demographic.

WHEN WILL IT BE HELD THIS YEAR?

The 2025 Wisconsin Science Festival is October 16-26. Events or programs should fall within this festival window to be included as official Wisconsin Science Festival events and receive added benefits of participating in the largest science festival in the state. However, some exceptions are made for events that fall during the surrounding days of the festival and may be listed as pre- or post-festival events.

WHAT IF I STILL HAVE MORE QUESTIONS?

That's great! We're here to help! Please contact Festival Director, Sam Mulrooney, at smulrooney@wisc.edu or 608-316-4390.



Thank you for helping us
unleash curiosity at this year's
Wisconsin Science Festival,
Oct 16-26, 2025.

Please contact us at any time!

info@wiscifest.org

We want to trend on social media during the month of October! When promoting your event online, tag us @WiSciFest or use the hashtag:

#WiSciFest



Wisconsin Science Festival



WiSciFest