WISCONSIN SCIENCE FESTIVAL®
CURIOSITY UNLEASHED.

SPONSOR & EXHIBITOR OPPORTUNITIES

OCTOBER 10-16, 2022

WiSciFest.org

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 in-person festival events	•	•				
A speaking role at a festival in-person talk/presentation	•	•				
Recognition and identification at an in-person festival event	•	•	•			
Pre-festival promotional event at your business	•	•	•			
Exhibit space, roughly 10' x 10', during the Discovery Expo or other in-person event as available	•	•	•	•		
* 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		•	•	•	•	
Online Recognition						
Logo recognition on homepage and first tier subpages of WiSciFest.org	•					
Logo on festival website sponsorship page	•	•	•	•	•	•
Recognition of sponsorship during virtual events and field trips	•	•	•	•	•	•
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			

** Subject to availability of in-person activities.*

Contact us for additional customizable sponsorship opportunities around programs and events at the 2022 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.

> "WPR has been a proud partner of the Wisconsin Science Festival since its founding. Their commitment to sparking curiosity, seeking truth and communicating the power of knowledge aligns with our own mission to inform, inspire and engage people throughout Wisconsin every day."
>
> – *Mike Crane, Director of Wisconsin Public Radio*

FAST FACTS
ABOUT THE 2021 FESTIVAL

Events and Attendees

- 43,000 attendees
- 331 events in 91 communities
- 87 organizations & businesses partnered for the event
- 1,477 virtual field trip students

Advertising and Media Coverage

- 3 million impressions via mobile, online, radio, TV and print advertising*
- 33 news outlets, reaching a potential audience of more than 3 million news and media website viewers*
- #WiSciFest web pages were viewed more than 120,000 during the month of the festival

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

OCTOBER 10-16, 2022 WiSciFest.org

WARF Wisconsin Alumni Research Foundation
WISCONSIN UNIVERSITY OF WISCONSIN–MADISON
WISCONSIN INSTITUTE FOR DISCOVERY
MORGRIDGE INSTITUTE FOR RESEARCH