

OCTOBER 14-20, 2024

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
<b>Brand Recognition</b>						
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 during the Discovery Expo or other in-person event as available	•	•	•	•	•	
* Logo on festival T-shirt worn by staff and volunteers	•	•	•	•	•	
<b>Print Material Recognition</b>						
Logo recognition on a festival promotional item	•					
Logo recognition on statewide event host materials and signage templates	•	•				
Name recognition on statewide event host materials and signage templates			•	•	•	
<b>Online Recognition</b>						
Logo recognition on homepage and first tier subpages of WiSciFest.org	•					
Recognition on the festival Facebook page, and link to organization	•	•	•	•	•	
Logo on festival website sponsorship page	•	•	•	•	•	•
Recognition of sponsorship during virtual events and field trips	•	•	•	•	•	•
<b>Additional Benefits</b>						
Option to include collateral in event host kits and Science in a Bag	•	•				
Option for custom sponsor-hosted event (ie. Crossroads)	•	•				
Invitation to partner reception	•	•	•	•	•	•

\* Subject to availability of in-person activities.



Contact us for additional customizable sponsorship opportunities around programs and events at the 2024 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.

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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.

– Julie Bauer, Alliant Energy

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## FAST FACTS ABOUT THE 2023 FESTIVAL

### Events and Attendees

- 41,000+ attendees
- 570 events in 90 communities
- 143 organizations & businesses partnered for the event
- 1,300 field trip students

### Advertising and Media Coverage

- 3.4 million impressions via mobile, online, radio, TV and print advertising\*
- 42 news outlets, reaching a potential audience of more than 15 million news and media website viewers\*
- #WiSciFest web pages were viewed more than 50,000 times during the month of the festival



For more information, please contact Jo Withers at 608.316.4651, [jwithers@morgridge.org](mailto:jwithers@morgridge.org)

OCTOBER 14-20, 2024 [WiSciFest.org](https://www.wiscifest.org)



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON



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