

JOIN THE WISCONSIN SCIENCE FESTIVAL

October 14-20, 2024

In 2023, thousands of people celebrated science at hundreds of events throughout Wisconsin during the weeklong Wisconsin Science Festival, with activities including hands-on science experiments, interviews with scientists, demonstrations, performances, nature explorations, Science in a Bag kits and more.



View 2023 Report



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

WHY?

1. The Wisconsin Science Festival connects Wisconsin-based science to a diverse audience and strives to reach new audiences who may not be as comfortable with STEAM subjects.
2. The Wisconsin Science Festival is an outlet for scientists to connect to the public and hone their communication skills for general audiences.
3. The Wisconsin Science Festival provides unique opportunities for youth to connect to science and researchers.
4. The Wisconsin Science Festival provides opportunities for companies to gain exposure and promote accessibility of STEM to target audiences.
5. It is a STATEWIDE celebration for all to enjoy!

WHO ARE WE?

The Wisconsin Science Festival is a statewide celebration of events for people of all ages and backgrounds to connect with the science and art all around them.

AT A GLANCE

2023



146
venues



1
Week



41,000+ attendees



51 counties

80% of events were
outside Dane County



569
events

PRODUCERS



OVERVIEW

MISSION

The Wisconsin Science Festival aims to inspire and engage us in the enterprise of science and discovery, to cultivate curiosity, and to communicate the power of knowledge and creativity to change our worldview. The science festival serves as a unique platform promoting collaborative innovation to enrich the next generation of global citizens. The Wisconsin Science Festival is presented by a growing coalition of the science and arts communities from across Wisconsin.

AT A GLANCE

What: First launched in 2011, the Wisconsin Science Festival is a statewide event celebrating curiosity and creativity that brings people across the state in contact with scientists, educators, artists, manufacturers and more. More information can be found at WiSciFest.org

When: Held for one week each fall (October 14-20 2024)

Who: Everyone is invited! The festival includes activities for all ages and interests.

Where: Headquartered at the Discovery Building on UW-Madison campus, though festival events occur throughout Wisconsin in hundreds of communities and in venues ranging from state parks to museums to libraries to pubs.

Cost: Free! Some activities may have a nominal charge for materials or meals, and some partner locations charge their regular admission fees.

REACH

The Wisconsin Science Festival garners widespread media attention, with some events capturing national press. Visitors come to events in Madison and around the state from as many as 17 different states, and the economic impact of the festival typically exceeds \$600K.

BENEFITS

The Wisconsin Science Festival is a platform to:

- Promote the impact of our state's innovation and creativity.
- Highlight programs, technology, businesses and opportunities from all sectors to communities across Wisconsin.
- Heighten awareness of the fundamental importance of science literacy to our state's economy and foundation.
- Involve youth and our state's future workforce in quality and accessible engagement with the most contemporary STEM concepts.
- Engage broader audiences in discussion of issues in science, technology and society.

PRODUCERS





FULL STORY AT
WISCIFEST.ORG

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

Oct
14-20

2024 Festival Features



**Interdisciplinary
Collaboration**



**Spotlight on Wisconsin's
Innovative Ecosystem**



**Inclusive STEAM
Engagement**

The Theme

The Wisconsin Science Festival welcomes all disciplines utilizing science, technology, or art to explore and nurture curiosity. Each year, we spotlight a specific topic to emphasize its significance and value to the state and its people.

In 2024, our focus is on **agriculture**, aiming to showcase its profound impact on our world. Our mission is to illustrate the interconnectedness of agriculture within our state's economy, society, well-being, and the overall future of humanity through the lens of science, art, and technology.



Ways to Engage

We are always looking for partners, presenters, and contributors to support and participate in our festival's key initiatives. Contact us to learn more about the below projects, or explore new ideas for how your organization's mission might align to the statewide Wisconsin Science Festival.



Science on the Square - A night of hands-on science taking over downtown Madison with over 12,000 attendees in 2023.



Field Trips & Community Expo Days

Providing virtual and in-person ways to engage K-12 youth, and community members of all ages, in STEAM content. Over 1,000 field trip students in 2023.



Science in a Bag - Hands-on STEM activity kits relating to Wisconsin research distributed throughout the state through our library partners. 2,000 bags delivered in 2023.



How It's Made in Wisconsin - Inviting the public to peek behind the curtain into Wisconsin-made products. In partnership with Wisconsin Tech Month.

Join us, October 14-20!

Host an Event

Event hosts can include an existing program or create something festival-specific for any and all ages, covering any topic relating to science, art, technology, and agriculture!

www.wisconsin-science-fest.org/host/

Contact:

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www.wiscifest.org

WISCONSIN SCIENCE FESTIVAL?

CURIOSITY UNLEASHED.

Join our growing list of festival collaborators and partners...



Plus hundreds of venues and event hosts statewide!



WiSciFest.org

Join us, October 14-20, 2024!

