

## Benefits of Sponsorship

	Presenting Sponsor \$25,000	Gold Sponsor \$10,000	Silver Sponsor \$7,500	Bronze Sponsor \$5,000	Copper Sponsor \$2,500	Krypyon 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 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 social media with links 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	•	•	•	•	•	•
Invitation to partner reception	•	•	•	•	•	•

\*Subject to availability of in-person activities



## Benefits of Sponsorship

- Brand visibility and recognition
- Community Engagement
- Targeted Audience Reach
- Networking Opportunities
- Positive Brand Association
- Employee Engagement
- Customized Sponsorship Packages



"Outreach is crucial for fostering interest in STEM fields and equipping students with the skills needed to tackle the challenges of the future. By sponsoring and participating in educational programs such as the Wisconsin Science Festival, Thermo Fisher is inspiring young minds, nurturing their curiosity and building their foundation in science, technology, engineering and mathematics."

- Karen Nelson (Chief Scientific Officer - ThermoFisher Scientific)



## Fast Facts About the 2025 Festival

- 53,000+ attendees
- 820 events in 56 of Wisconsin's 72 counties
- 196 participating venues
- 1,500 field trip students
- 3.9 million media impressions
- 93,000+ web page views during the festival month



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