

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



More than **3,500 students and chaperones** attended the Discovery Building Science Expo and explored the UW–Madison campus as part of our Wisconsin Science Festival field trip program. Qualifying schools are eligible for transportation reimbursement thanks to generous sponsors and donors who support the Wisconsin Science Festival.

Pictured left: Students and teachers exploring the UW–Madison Department of Anthropology station at the expo.

2017: An Event for Everyone

The Wisconsin Science Festival has many goals each year, most importantly to bring science to citizens throughout the state. On November 2-5, 2017, partners from across Wisconsin hosted more than 200 engaging activities for audiences of all ages. The majority of these events were free to the public and created via the efforts of enthusiastic local organizers.

We are happy to report that there was a festival event within a one hour drive of every state resident. This was made possible by the continued efforts of our event sponsors, partners and planning committees. Thank you to everyone who helped make this possible!

Save the Date: October 11-14, 2018



Event Sponsors, Partners and Volunteers



- 40+ employees presented stations from Thermo Fisher Scientific, Mirus Bio & Alliant Energy
- Alliant Energy supported the purchase of 5,000 Foldscopes to give to students, teachers & families
- 164 volunteers gave 865 hours at the Discovery Building Science Expo
- Volunteers included many staff from the Wisconsin Alumni Research Foundation, Morgridge Institute for Research & the Wisconsin Institute for Discovery



"It's science events like these that help us appreciate what's happening around us. . ."
- Penny Patterson, Promega Corporation

Gold Sponsors

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Produced by



WARF
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WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



Featured Partner



Wisconsin Science Festival: Statewide

An event within one hour of everyone in Wisconsin



Community Science Night, Bayfield

36,100 Attendees

203 Events

55 Cities

18 Libraries

17 Museums

12 Festivals Within a Festival

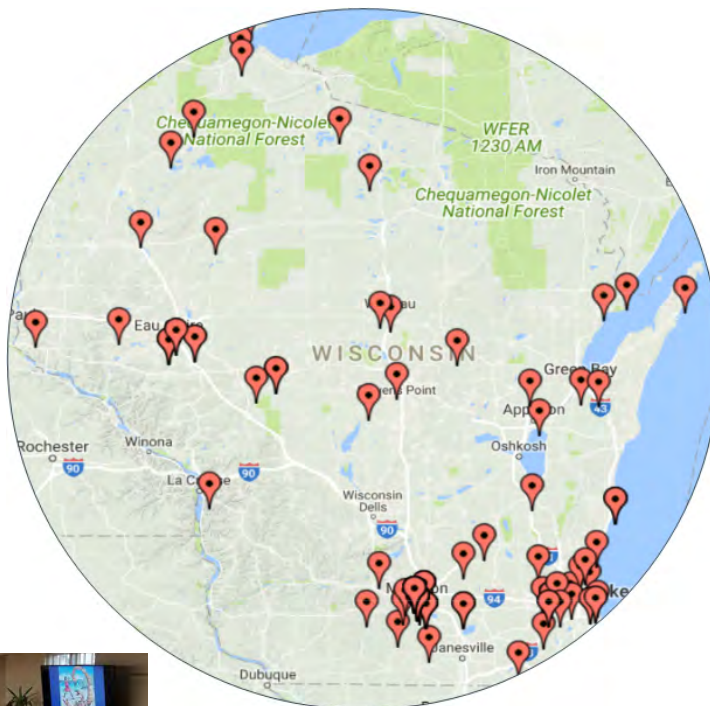
9 Science Pubs



Children's Museum, Green Bay



Public Library Gallery,
River Falls



Retzer Nature
Center, Waukesha



Public Library Presentation, Sauk City



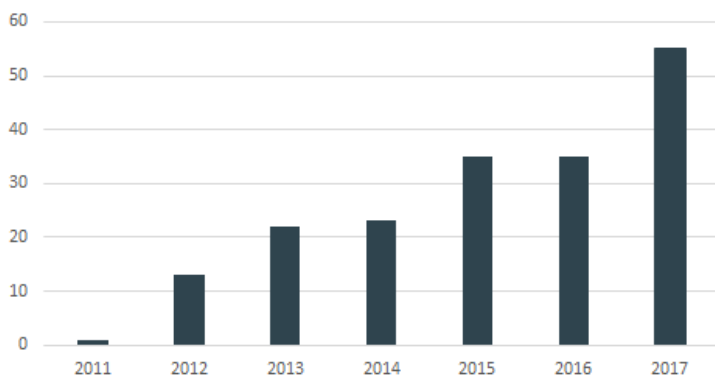
Mini-Symposium at Discovery Building, Madison

An Event for Everyone



-  84 Discovery Expo presenters including UW System campus groups, researchers & private organizations
-  Panel discussions, pub talks & mini-symposiums for adult learners
-  Food science events focused on cheese experts, the math of taffy making, cocktail events & brewery tours

Of Wisconsin Cities Hosting Events



UW–Madison staff attended events throughout Wisconsin

"Thank you so much for this program. It is a great benefit for our rural community to have access to the expertise of the University. We really appreciate you bringing the 'Wisconsin Idea' to remote locations like Mercer." – Tasha M. Allen, Mercer County

"Dr. Dunne was a top-notch speaker!" – Middleton Public Library, Dane County

"Students stayed an additional 30 mins to ask questions!" – University of Wisconsin – Barren County

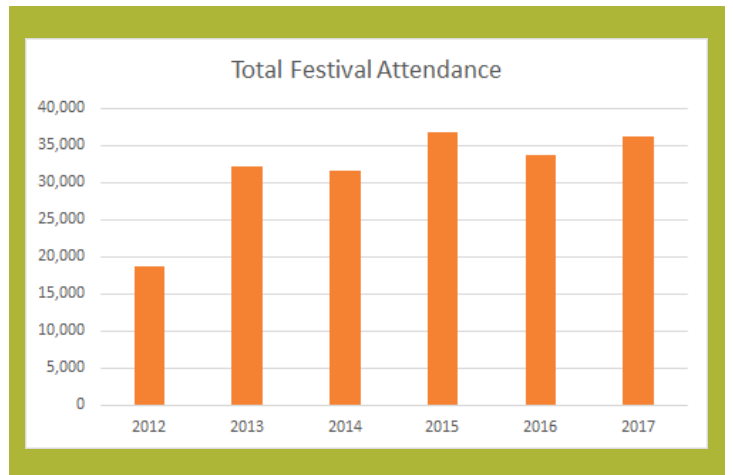
By the Numbers

- ⚛ \$73,500 Festival Sponsorship Income
- ⚛ \$38,000 In-kind for Media & Advertising
- ⚛ \$83,708 Total Festival Expenses
~ \$2.32 Cost per festival attendee to produce the Wisconsin Science Festival
- ⚛ 4.2 million impressions via mobile, online, radio, TV and print advertising
- ⚛ 69 news outlets, reaching more than 11 million news and media website viewers



"Everybody involved from Edgerton was so impressed with the festival. We plan to return every year!" - Edgerton Community Elementary

"Thank you for all the hard work you do. It is a great event for the community." - Capital High School



State Representative Don Vruwink and Edgerton public school students at the Discovery Expo.