

Benefits of Sponsorship

- Strategic visibility and recognition as a leader in the support of innovation, public understanding of science and community engagement.
- Opportunity to network and develop relationships with university and community resources and establish key collaborative contacts and prospects for growth.

Benefits of Sponsorship	Gold Sponsor \$25,000	Silver Sponsor \$10,000	Bronze Sponsor \$5,000	Copper Sponsor \$2,500	Krypton Sponsor \$1,000
Recognition as a "presenting sponsor" of the festival	●				
Ad placement on festival website homepage	●				
Opportunity to provide one trade show banner stand for display at festival	●				
Opportunity for speaking roles, presentations and/or workshops in the Town Center or teaching labs at the Wisconsin Institutes for Discovery; two for Gold Sponsor, one for Silver Sponsor	●	●			
Four-color ad in the festival program guide Gold Sponsor: Full page Silver Sponsor: Half page Bronze & Copper Sponsor: Quarter page Final artwork provided as PDF, AI or TIF file format no later than August 9, 2014	●	●	●	●	
Recognition and identification in the opening welcome from the podium (voice and logo)	●	●			
Prominent logo/signage with identification at Wisconsin Institutes for Discovery and other key festival sites throughout the festival	●	●			
Logo on festival floor graphics inside Wisconsin Institutes for Discovery during September 2014	●	●	●		
Exhibit space, 10' x 10', in Town Center of Wisconsin Institutes for Discovery; prime location for top sponsors	●	●	●		
Wisconsin Institutes for Discovery four-hour room rental; Boardroom for Gold Sponsor, conference room for Silver and Bronze Sponsors	●	●	●		
Logo on festival T-shirt, worn by staff and volunteers throughout the event	●	●	●		
Mention of your sponsorship on the Wisconsin Science Festival Twitter page as well as recognition on our Facebook page, with links to your organization on both pages	●	●	●	●	
Logo on festival website sponsorship page	●	●	●	●	
Name only on festival website sponsorship page					●
Logo in festival program guide	●	●	●		
Name only in festival program guide				●	●
Name only listed on exhibitor signage	●	●	●	●	●
Tickets to the Luncheon	6	4	2	2	2

REACHING MORE THAN 7 MILLION PEOPLE!



ADVERTISING REACH

From 2012 to 2013, Wisconsin Science Festival attendance grew from 18,600 participants to approximately _____. The boom in attendance is largely attributed to our increased marketing and communications efforts. The numbers below reflect the festival's advertising reach for 2013.

Print Advertising

Combined Total Reach: 1.42 million

Print advertising for the Wisconsin Science Festival has included the following publications: Wisconsin State Journal, 77 Square, Isthmus, Madison Magazine, Badger Herald, Daily Cardinal, La Voz Latina, Capital City Hues, Teaching Today, Daily Herald – Illinois, AAA Magazine and OnWisconsin.

Online and Mobile Device

Combined Total Reach: 4.55 Million

Online and mobile advertising of the Wisconsin Science Festival connects the target demographic to the festival website, providing access to the event's programs, sponsors and partners.

Online and mobile device advertising for the 2013 Wisconsin Science Festival included: JSonline.com, Isthmus, On Wisconsin, Madison Magazine, Channel 3000, La Comunidad News, La Voz Latina, Capital City Hues, Madison Times, and a paid Google search.

Wisconsin Department of Tourism Co-op Program Online

Combined Total Reach: 1.18 million impressions, 1,334 clicks

Madison.com: 128,000 impressions, 347 clicks

Chicago Tribune.com: 502,00 impressions, 592 clicks

Star Tribune.com: 272,000 impressions, 218 clicks

Television and Radio

Wisconsin Broadcaster's Association Public Education Program:

186 radio and 35 television stations, reaching 57 communities, broadcast 30 second announcements for a total of 2,840 radio and 404 television 30-second spots.

NextMedia Northern Illinois: WXCL-FM, WZR-FM: 48 spots

Clear Channel Madison (11 AM and FM radio stations):

419 spots, 93,200 reach, 2.6 frequency, 37.4% of market

Recognition for Wisconsin Science Festival sponsors in advertising is dependent upon the size/length of each ad and the level at which a company sponsors.

OCTOBER 16-19, 2014

WiSciFest.org