



KIDS BUILDING WISCONSIN 2025

Sponsorship Opportunities



SUPPORT A FUN, EDUCATIONAL EVENT THAT INSPIRES CHILDREN'S INTEREST IN CONSTRUCTION!

SATURDAY, MAY 17 | 9:00 A.M. TO 3:00 P.M.

Join us for an incredible event that unites our industry and introduces the next generation to the world of skilled trades.



KIDSBUILDINGWI.ORG

ABOUT KIDS BUILDING WISCONSIN

CELEBRATING OVER 10 YEARS



Kids Building Wisconsin is a 501(c)(3) organization run by a volunteer Board of Directors. Our goal is to broaden our impact in supporting young people's interest in the construction industry. A great example of this is our annual Kids Building Wisconsin community event, which is a local fair with fun, interactive activities where kids can participate in over 50 hands-on exhibits run by local trades and area businesses. Popular exhibits include:



BIG EQUIPMENT



BOOM-LIFT RIDES



BUILD A TOOLBOX



GIANT SANDBOX

WHY SPONSOR?

The positive community feedback and media attention on Kids Building Wisconsin has been outstanding year after year. Your generous sponsorship will help us continue to provide a free family event. Based upon the last event's attendance of over 9,400 people, we anticipate **10,000 people in attendance** in 2025. With local skilled trades, contractors, architects, and suppliers already pledging support and participation, now is the time to take part in this fantastic event.

KIDS BUILDING WISCONSIN BY THE NUMBERS IN 2024

75

SPONSORSHIPS

9,425

ATTENDEES

6

HOURS OF CONSTRUCTION FUN

62

INTERACTIVE EXHIBITS

42

PRESS MENTIONS

425

VOLUNTEERS

5

GRAND-PRIZE WINNERS

390

PHOTO-CONTEST ENTRANTS

4,000

TAPE MEASURES

16

PIECES OF CONSTRUCTION EQUIPMENT

SPONSORSHIP LEVELS

DEADLINE: MARCH 7, 2025 (TO BE INCLUDED ON PRINT MATERIALS)

SPONSORSHIP PERK	FRIEND \$500	BRONZE \$1,000	SILVER \$2,000	GOLD \$3,000	TITLE \$5,000
VIDEO FEATURE (EDITED BY KBW)					✓
MENTION IN PRINT ADVERTISING					✓
LOGO ON HOMEPAGE OF WEBSITE					✓
LOGO ON FACEBOOK COVER IMAGE					✓
LOGO ON PROMOTIONAL BANNERS AND SIGNAGE					✓
LOGO IN PROMOTIONAL VIDEOS					✓
LOGO ON EVENT MAP				✓	✓
OPTION TO INCLUDE HANDOUT IN ATTENDEE BAG				✓	✓
LOGO ON FLIERS AND PROMOTIONAL ITEMS				✓	✓
BANNER AT EVENT				✓	✓
LOGO ON EVENT T-SHIRTS			✓	✓	✓
LOGO ON SPONSOR PAGE OF WEBSITE			✓	✓	✓
ANNOUNCED MENTION AT EVENT			✓	✓	✓
LOGO ON VIDEO WALL		Group	✓	✓	✓
SOCIAL MEDIA MENTION		✓	✓	✓	✓
EVENT EXHIBIT	Optional*	Optional*	Optional*	Optional*	Optional*
NAME LISTED ON SPONSOR PAGE OF WEBSITE	✓	✓	Logo	Logo	Logo



SIGN-UP TO BE A SPONSOR AT:
[KIDSBUILDINGWI.ORG/SPONSORSHIP](https://kidsbuildingwi.org/sponsorship)

OTHER SPONSORSHIP OPPORTUNITIES:
 Sponsorship add-ons are also available.

**For exhibiting information and details on what's included, please go to page 4 "Exhibiting at Kids Building Wisconsin."*



We are so proud to be part of this unique event where all contractors—large and small—come together for one day to promote the trades and inspire future builders in our community. It was truly priceless to watch young budding builders grab mags and trowels to simulate finishing concrete with our crews at our exhibit. The look of awe in the kids' faces that quickly turned into unfiltered excitement as they got to experience construction equipment like semis and bobcats up close was truly contagious!



DENA GULLICKSON, STEVENS CONSTRUCTION
 Kids Building Wisconsin Sponsor

EXHIBITING AT KIDS BUILDING WISCONSIN

CELEBRATING OVER 10 YEARS

WHAT DOES BEING AN EXHIBITOR ENTAIL?

Our goal is to provide interactive, educational, and hands-on exhibits for kids ages 4-12 years old. Although not every exhibit interests every age, we want to have engagement opportunities for everyone at our event. In prior years, exhibitors have included local trades, general contractors, subcontractors, suppliers, architects, engineers, and other industry-related groups interested in promoting construction careers.

For additional information about what being an exhibitor includes, see below:

WHAT YOU PROVIDE	WHAT WE PROVIDE	BENEFITS
<p>Your activity <i>(We're always happy to help come up with ideas!)</i></p> <p>Volunteers to run your station</p> <p>Materials required for your activity</p> <p>Prizes (or other giveaways) if desired</p>	<p>1 - 10'x10' tent <i>(Using your own company branded tent is encouraged)</i></p> <p>1 - 8' table</p> <p>2 chairs</p> <p>Lunch for volunteers <i>(Additional tents, tables, and chairs will NOT be provided to supplement what is noted above)</i></p>	<p>Goodwill in the community</p> <p>Marketing (see sponsorship levels)</p> <p>Opportunity to interact with local industry professionals</p> <p>Fun day celebrating the construction industry</p>



BOOM-LIFT RIDES

Presented by Tri-North and Ideal Crane



CAREER ACTIVITIES

Presented by Manitowoc Company



VR GOGGLES

Presented by Findorff



LUMBERJACK SHOW

Presented by Duluth Trading Co.



MOSAIC COASTERS

Presented by BOLDT

Have questions? If so, you're in luck. We're here to help! Email us at:

info@kidsbuildingwi.org

KIDS BUILDING WISCONSIN MAP*

Booth location priority level will be based on the amount of booth information provided. Final selection of booth location is at the discretion of the site coordinator.

All booths will have power access.

* This is the 2024 Kids Building Wisconsin Map to reference for the general set up. The 2025 map will be provided upon finalizing 2025 exhibitors.





VISIT

KIDSBUILDINGWI.ORG/SPONSORSHIP

TO SPONSOR AND EXHIBIT

ADD-ON SPONSORSHIP OPPORTUNITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Bus Sponsorship
- Shade/Rest Area Sponsorship
- Bike-Rack Sponsorship

Have an additional idea? Email us at:
info@kidsbuildingwisconsin.org



HOW TO SUBMIT YOUR SPONSORSHIP FORM, COMPANY LOGO, AND PAYMENT:



Visit kidsbuildingwi.org/sponsorship

CHECKS CAN BE MADE PAYABLE TO:

Kids Building Wisconsin | 2625 Research Park Drive | Fitchburg, WI 53711

Checks must be received by March 7, 2025.

Paypal or Venmo payments are accepted upon request with processing fee.