

# KIDS BUILDING WISCONSIN 2024

Sponsorship Opportunities



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

**SATURDAY, MAY 18 | 9:00 A.M. TO 3:00 P.M.**

Kids Building Wisconsin is celebrating its 10th anniversary in 2024 and would love your support in making this major milestone possible.

# ABOUT KIDS BUILDING WISCONSIN

CELEBRATING 10 YEARS IN 2024



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 8,200 people, we anticipate **8,000 people in attendance** in 2024. 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 2023

**70**

SPONSORSHIPS

**8,292**

ATTENDEES

**6**

HOURS OF  
CONSTRUCTION FUN

**62**

INTERACTIVE  
EXHIBITS

**46**

PRESS MENTIONS

**407**

VOLUNTEERS

**6**

GRAND-PRIZE  
WINNERS

**410**

PHOTO-CONTEST  
ENTRANTS

**3,000**

CONSTRUCTION  
VESTS

**12**

PIECES OF  
CONSTRUCTION  
EQUIPMENT

# SPONSORSHIP LEVELS

DEADLINE: MARCH 9, 2024 (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				✓	✓
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**

## 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 10 YEARS IN 2024

## 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 (We're always happy to help come up with ideas!)</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</p> <p>2 - 8' table</p> <p>2 chairs</p> <p>Lunch for volunteers</p> <p><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](mailto:info@kidsbuildingwi.org)**

**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 2023 Kids Building Wisconsin Map to reference for the general set up. The 2024 map will be provided upon finalizing 2024 exhibitors.*





VISIT  
**KIDSBUILDINGWI.ORG/SPONSORSHIP**  
TO SPONSOR AND EXHIBIT

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

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



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



Visit **[kidsbuildingwi.org/sponsorship](https://kidsbuildingwi.org/sponsorship)**

### CHECKS CAN BE MADE PAYABLE TO:

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

***Checks must be received by April 1, 2024.***