KIDS BUILDING WISCONSIN

KIDSBUILDINGWI.ORG

KIDS BUILDING WISCONSIN 2027

Sponsorship Opportunities

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

SATURDAY, MAY 8 | 9:00 A.M. TO 3:00 P.M.
ALLIANT ENERGY CENTER | MADISON, WI



ABOUT US

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 sixty hands-on exhibits run by local trades and area businesses. Popular exhibits include:

- BIG EQUIPMENT
- BOOM-LIFT RIDES
- BUILD A TOOLBOX
- DEMOLITION WALL
- GIANT SANDBOX

WHY SPONSOR?

Your generous sponsorship is what allows us to continue offering this **free, family-friendly** event to thousands. With over 12,000 attendees at our last event, we are confidently **projecting 12,000+ attendees in 2027**. Local tradespeople, contractors, architects, engineers, and suppliers have already pledged their support—now is the perfect time to get involved and help make 2027 the best year yet!

KIDS BUILDING WISCONSIN BY THE NUMBERS IN 2026

- **75** SPONSORSHIPS
- **12,000+** ATTENDEES
- **6** HOURS OF CONSTRUCTION FUN
- **60+** INTERACTIVE EXHIBITS
- **48** PRESS MENTIONS
- **500+** VOLUNTEERS
- **7** GRAND-PRIZE WINNERS
- **491** PHOTO-CONTEST ENTRANTS
- **5,000** HARD HATS
- **20+** PIECES OF CONSTRUCTION EQUIPMENT

THE VENUE: ALLIANT ENERGY CENTER

Kids Building Wisconsin has grown beyond our wildest imagination! Last year marked an exciting milestone as we hosted our first event at **Alliant Energy Center's Willow Island**. We're thrilled to be returning to Alliant Energy Center again this year to gear up for another record-breaking year. Here's what to expect:

- EASIER ACCESS FOR VOLUNTEERS & STAFF
- GRAVEL INSTEAD OF GRASS
- BETTER ELECTRICAL ACCESS
- MORE CONSISTENT FLOW FOR ATTENDEES
- ONSITE PARKING

SPONSORSHIP LEVELS

DEADLINE: MARCH 5, 2027 (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*
NAME LISTED ON SPONSOR PAGE OF WEBSITE	✓	✓	Logo	Logo	Logo

SIGN-UP TO BE A SPONSOR AT:
KIDSBUILDINGWI.ORG/SPONSORSHIP

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

$20,000 PRESENTING SPONSORSHIP

For the first time ever, Kids Building Wisconsin is proud to offer a Presenting Sponsorship! This sponsorship includes all the perks listed above, plus prominent recognition as the event's Presenting Sponsor. Your company logo will be featured alongside the event name as "Kids Building Wisconsin presented by: [Your Company Name]."

KIDS BUILDING WISCONSIN
PRESENTED BY
YOUR LOGO HERE!

"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



ADD-ON SPONSORSHIPS

EXTRA WAYS TO PROMOTE YOUR BRAND & SUPPORT KIDS BUILDING WISCONSIN

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

Glitter Tattoos	$3,000
Dining Tent Sponsor	$4,000
Lumberjack Show Sponsor	$4,000
Shade Tent Sponsor	$4,000
Volunteer Lunch Sponsor	$4,000
Safety Vest Sponsor	$5,000

INTERESTED IN ONE OF THESE OPPORTUNITIES?

Email us at: info@kidsbuildingwisconsin.org

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
Your activity (We're always happy to help come up with ideas!)	1 - 10'x10' tent *(Using your own company branded tent is encouraged)*	Goodwill in the community
Volunteers to run your station	1 - 15'x15' space	Marketing (see sponsorship levels)
Materials required for your activity	1 - 8' table	Opportunity to interact with local industry professionals
Prizes (or other giveaways) if desired	2 chairs	Fun day celebrating the construction industry
	Lunch for volunteers	
	(Additional tents, tables, and chairs will NOT be provided to supplement what is noted above)	



BOOM-LIFT RIDES
Presented by Tri-North and Ideal Crane



BIG EQUIPMENT
Presented by Aring Equipment Company



VR GOGGLES
Presented by Findorff



LUMBERJACK SHOW
Presented by Kids Building Wisconsin



MOSAIC COASTERS
Presented by BOLDT

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

info@kidsbuildingwi.org



VISIT

KIDSBUILDINGWI.ORG/SPONSORSHIP

TO SPONSOR AND EXHIBIT

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 5, 2027.

Invoices with online payments will be sent to registered email address upon commitment to sponsorship.

OPTIONAL OPPORTUNITY!

KIDS BUILDING WISCONSIN AUTISM & SENSORY FRIENDLY EVENT

Kids Building Wisconsin is proud to offer a sensory-friendly experience tailored for children with autism and other sensory sensitivities and/or disabilities the evening before Kids Building Wisconsin. This inclusive event features reduced crowds, quieter environments, and supportive staff to ensure a welcoming and engaging atmosphere for every future builder. By creating a calmer version of our main event, we hope to inspire curiosity and confidence in all kids—because construction is for everyone!

While we do not have exhibits open for the Autism event, we would love sponsor support in giveaway items or even your presence to talk to parents about the industry.

Want to get involved? Email us at: info@kidsbuildingwisconsin.org