Wisconsin KidWind Challenge 2022 - Sponsorship Request

What is the WI KidWind Challenge?

The KidWind Challenge is a hands-on wind turbine design competition that engages 4th-12th grade students in investigative inquiry through the lens of wind energy. The highlight of the event is the performance testing of student-designed wind turbines in powerful 4-foot-tall wind tunnels. Students are also asked to document and present their design and construction process, understand the consequences of how we generate and consume energy, and engage in a variety of challenges to gauge their on-the-spot engineering and problem-solving skills.

After hosting a virtual Wisconsin KidWind Challenge in 2021 due to COVID-19, the Wisconsin Energy Institute is planning to host the 2022 Challenge in person at the Discovery Building on the University of Wisconsin-Madison campus. This partnership with the Discovery Building will accommodate a greater number of participating teams compared to 2020 (which saw 18 teams) and will offer an open, high-quality venue for KidWind competitors, coaches, and their supporters at the heart of UW-Madison. The Wisconsin Energy Institute and KidWind have also partnered with the Wisconsin K-12 Energy Education Program (KEEP) to offer four educator workshops across Wisconsin in Summer/Fall 2021 to train 30+ teachers on the basics of KidWind and to bring additional renewable energy learning activities into the classroom. More details about past and future events can be found at https://go.wisc.edu/kidwind

KidWind's impact goes far beyond the students who attend a state challenge. More than 70% of the educators who attend our local trainings go on to use KidWind lessons and materials in their classrooms to expose students to wind energy concepts and technologies. Your support of the KidWind Challenge develops a future workforce that understands and is excited by the power of wind.

Sponsorship Opportunities:

The Wisconsin Energy Institute is seeking sponsorship partners to help us expand the number of teams participating in the Wisconsin KidWind Challenge for 2022 and offer a first-rate learning experience for participants and their families. Your organization's involvement in the event would support the budding interest of young learners in STEM and offer a venue for you to engage with the community and future workforce about your renewable energy goals and actions.

Engagement opportunities may include:

- Providing for and staffing a Wind Energy Exhibit table showcasing existing your organizations renewable energy efforts.
- Potential to incorporate interactive educational materials into exhibit table or other event activities
- Short "Tech Talk" or participation in career panel from your organization's staff

Sponsorship Requests from Your Organization:

- $2000 to cover costs associated with day-of event expenses – venue, lunch, prizes, program guides, etc. (See breakout below).

Total WI KidWind Challenge Budget

Teacher Workshops (Time, Support & Materials)	$4000
Challenge Event (Time, Support & Materials)	$4000
Venue Event Fees (Rooms, AV, Support Staff)	$2000
Prizes, Promotional Items & Provided Lunch	$3000
Kits for Teachers, Mileage Reimbursement	$2000

KidWind has raised $8000 which covers our staff time for the workshops and challenge. We have also raised some funds to provide materials to teachers but are in need of additional funds to cover venue fees, lunch, prizes, and mileage reimbursement for participating teams.

Wisconsin Energy Institute and KidWind will recognize sponsorship through:

- Staff presence at February 26 WI KidWind Challenge via display and/or presentation
- Recognition of your organization's support during awards announcements
- Logo on event materials and promotional items, signage, etc.
- Logo included on KidWind Website and other marketing materials as a 2022 State Level Sponsor

Sponsorship via the UW Foundation:

The University of Wisconsin Foundation raises, invests and distributes funds for the benefit of the University of Wisconsin-Madison. Sponsorship can be made via deposit to the UW Foundation's "Wisconsin Energy Institute Fund - 112347617" at: https://secure.supportuw.org/give/

Please email your logo to agbender@wisc.edu.

Wisconsin Energy Institute contacts:

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Allison Bender, Outreach and Event Coordinator, agbender@wisc.edu, 608-890-0946

KidWind contacts for National KidWind information:

Michael Arquin, KidWind Founder and Director, michael@kidwind.org, 877-917-0079

What is the **KidWind Challenge?**

The KidWind Challenge is a hands-on design competition that engages students in STEM through the lens of wind and solar energy. Student teams design and construct small wind turbines and solar devices that they test, and then meet with a panel of judges to present their design process and demonstrate their conceptual knowledge on renewable energy. Teams also engage in a variety of Instant Challenges to gauge their on-the-spot teamwork and problem-solving skills.

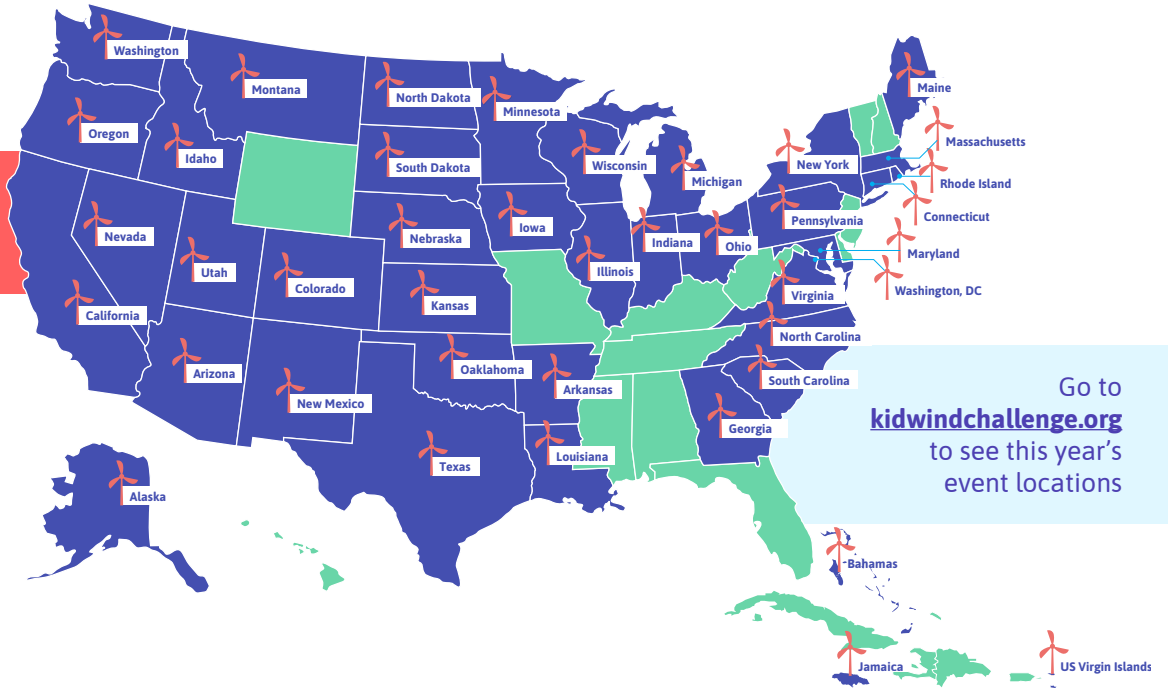
The KidWind Challenge is a team effort by teachers, students, engineers, and practitioners, all working to make wind energy education and other renewable energy education accessible in classrooms around the world.

Since 2009, KidWind Challenge events have been successfully implemented in 37 states, with roughly 35,000 students competing in 240 events across the country to date.

KidWind Challenge Goals

- To get students excited about the promise and opportunities of renewable energy—specifically wind and solar power—and its relationship to global climate change.
- To foster opportunities for students to build, test, explore, and understand wind and solar energy technology at a manageable scale.
- To get all students—particularly girls and underrepresented populations—excited about careers in fields related to renewable energy.
- To build the capacity of teachers, coaches, and other educators to better understand wind and solar energy technology and development, as well as its promise and limitations.
- To connect students to mentors and role models in the renewable energy industry.

KidWind Events to Date



Go to **kidwindchallenge.org** to see this year's event locations