



# Wisconsin KidWind Challenge 2022-2023 Sponsorship Information

## What is the Wisconsin 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 performance testing student-designed wind turbines in powerful 4-foot 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.

## Wisconsin KidWind Challenge 2023

Wisconsin Energy Institute (WEI), in collaboration with sponsors and partners, will host the 2023 Challenge at the Discovery Building, UW-Madison's flagship building for science outreach at the heart of campus. Top teams from the Wisconsin KidWind Challenge qualify to attend the KidWind National Competition, held in conjunction with the CLEANPOWER Conference each spring. Wisconsin teams have consistently been among the top placing national teams.

## KidWind Educator Workshops

To grow the pool of competing teams and provide educators with resources to teach about renewable energy, WEI and KidWind will continue to partner with the Wisconsin K-12 Energy Education Program (KEEP) to host educator workshops across Wisconsin, during the Summer/Fall 2022. Educator workshops train 30+ teachers each year on the basics of KidWind and bring additional renewable energy learning activities into the classroom. These workshops will build on the groundwork laid in the 2021-22 school year, when four workshops were hosted across the state.

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.

More information about past and future Wisconsin KidWind events can be found at <https://go.wisc.edu/kidwind>.



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# Sponsorship Opportunities

WEI is seeking sponsorship partners to help us expand the number of teams participating in the Wisconsin KidWind Challenge for 2023 and offer a first-rate learning experience for participants and their families. Your involvement in the event would support the budding interest of young learners in STEM and offer a venue for your organization to engage with the community and future workforce about its renewable energy goals and actions.

## Your generous sponsorship helps cover:

- Event space fees and meals for Challenge participants
- Educator workshops around the state
- Supplies and materials for classrooms
- Materials for hands-on instant challenge activities
- Travel for staff and educators to attend workshops and the Challenge
- Prizes

Sponsorship Opportunities	Terajoule \$5000+	Gigajoule \$2000	Megajoule \$1000	Kilojoule \$500	Joule \$250
Logo on Challenge event materials, workshop materials, and WI KidWind website as a state level sponsor	X	X	X	X	X
Exhibitor Space – include hands-on or interactive aspects if possible	X	X	X	X	
Company name included on national KidWind sponsor list	X	X	X	X	
Special logo placement on event banner	X	X	X		
Special recognition during Opening Ceremony	X	X			
Company logo included on national KidWind sponsor list	X				
Optional 3 minute address to attendees during Closing Ceremony	X				
Have a special idea about your organization's involvement with KidWind? Let's talk!	X	X	X	X	X

Staff presence at the Wisconsin KidWind Challenge event is welcome and encouraged at all levels of sponsorship. We may reach out to invite your staff to participate in a career panel, demonstration, or presentation at the Challenge. If you would like ideas for how to make your exhibit table interactive, please reach out.

Contact [outreach@energy.wisc.edu](mailto:outreach@energy.wisc.edu) with any questions or a desire to sponsor at another level. We are happy to customize according to your goals and needs.



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## **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 "KidWind Fund - 112990075" at: <https://secure.supportuw.org/give/>.

- 1) Go to <https://secure.supportuw.org/give/>
- 2) Enter "KidWind Fund" in the fund name and donation amount under the "choose what to support" section
- 3) Enter donor information such as billing address and payment information
- 4) Submit
- 5) Email [outreach@energy.wisc.edu](mailto:outreach@energy.wisc.edu) to alert us of your sponsorship. Please include a high-resolution graphic of your company logo as you'd like it to appear in promotional materials

If you have any questions or concerns about sponsoring through the UW Foundation, please contact us at [outreach@energy.wisc.edu](mailto:outreach@energy.wisc.edu).

## **Contact Information**

### **Wisconsin Energy Institute**

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### **National KidWind information**

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## **Thanks to our past sponsors!**

MGE Foundation, Alliant Energy, Wisconsin K-12 Energy Education Program, EDP Renewables, Pattern Energy



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