



Wisconsin KidWind Challenge

2025-2026 Sponsorship Information

What is the Wisconsin KidWind Challenge?

The Wisconsin (WI) KidWind Challenge is a **hands-on renewable energy design competition** that engages 4th-12th grade students in investigative inquiry through the lens of wind and solar energy. The highlight of the event is the performance-testing of student-designed wind turbines and solar devices.

Students document and present their design and construction process, demonstrate understanding of energy generation and use impacts, and engage in a variety of challenges to gauge their on-the-spot engineering and problem-solving skills.

Top teams from the WI KidWind Challenge qualify to attend the World KidWind Competition, held later in the spring. Wisconsin teams have consistently been among the top placing teams world-wide.

Where is the Wisconsin KidWind Challenge 2026?

The Wisconsin Energy Institute (WEI), in collaboration with sponsors and partners, will host the 2026 Challenge at the **Discovery Building**, UW-Madison's flagship building for science outreach at the heart of campus.

How does Wisconsin KidWind make an impact?

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 **KidWind Educator Workshops** across Wisconsin during the Summer/Fall 2025.

Educator workshops train 30+ teachers each year on the basics of KidWind and bring additional renewable energy learning activities into the classroom.

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 renewable energy concepts and technologies.

Your support of the KidWind Challenge develops a future workforce that understands and is excited by the power of renewables.

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

Sponsorship Opportunities

WEI is seeking sponsorship partners to help **expand the number of teams participating in the WI KidWind Challenge 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 their renewable energy goals and actions.

Your generous sponsorship helps cover:

- Event space fees and meals for Challenge participants and volunteers
- 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

Staff presence at the WI 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. For ideas on how to make your exhibit table interactive, please reach out to outreach@energy.wisc.edu.

We are happy to customize according to your goals and needs. If you already sponsor KidWind at the World level, please contact us about how to get involved at the WI KidWind Challenge.

Contact outreach@energy.wisc.edu with any questions or a desire to change sponsorship levels.

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 at the WI KidWind Challenge event – include hands-on or interactive aspects, if possible	X	X	X	X	
Company name included on World 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 World KidWind sponsor list	X				
Optional 3 minute address to attendees during Closing Ceremony at WI KidWind Challenge	X				
Have a special idea about your organization's involvement with KidWind? Let's talk!	X	X	X	X	X

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: secure.supportuw.org/give under the UW Foundation's **"KidWind Fund - 112990075"**

- 1) Go to 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 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.

Contact Information

Wisconsin Energy Institute

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World 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, Generac Foundation, Good Steward Consulting, Apex Clean Energy, Elk Creek Solar, Clean Grid Alliance, Ingeteam USA, Invenergy, Lakeshore College, and Focus on Energy



Wisconsin Energy Institute
UNIVERSITY OF WISCONSIN-MADISON



Wisconsin K-12 Energy Education Program (KEEP)
College of Natural Resources
University of Wisconsin-Stevens Point