



All-Star Charity Football Games

July 14 - 15, 2023

University of Wisconsin-Oshkosh | Titan Stadium

SPONSORSHIP OPPORTUNITIES

Help us help kids

For more than 125 years, Children's Wisconsin has provided exceptional pediatric care and services to kids and families. Our vision is for Wisconsin's kids to be the healthiest in the nation, but we cannot achieve this vision alone. It is the generosity of our community and corporate partners that allows us to provide the very best physical, social and mental health care to those we serve. We hope you will consider making an investment.

WFCFA All-Star Charity Football Games

High school football players from across the state are nominated by their coaches to play in the prestigious annual North vs. South All-Star Charity Football Games. Each year, more than 400 players are nominated and 220 are chosen to take part. In return for the honor of participating, each player raises at least \$750 in funds for Children's Wisconsin, the game's beneficiary. The WFCFA All-Star Charity Football Games has raised more than \$4.7 million since its inception.



Kids deserve the best.

SPONSORSHIP OPPORTUNITIES

For full benefit details by level, see next page.

\$25,000+

Presenting Sponsor

Be the presenting sponsor of the entire 2023 event, "WFCA All-Star Charity Football Games, presented by your company!"

Exclusive sponsorship benefits include:

- Co-branded event logo lockup created by Children's creative team, including your company's name. Logo will be featured prominently on all event materials.
- Prominent branding during "Signing Day/WFCA Draft Day" event in spring 2023
- Opportunity to provide a branded giveaway to each player*
- Exposure in pre-event outreach to local and statewide media

\$15,000+

Game Day Experience Sponsor

Gain exposure during game days with the opportunity to provide branded fan items* (rally towel, foam fingers, etc.), delivery of the game ball (drone, parachute, etc.) and verbal recognition during the coin toss.

\$10,000+

North Team Sponsor

Sponsor all North All-Star football teams of approximately 130 players and coaches, including branding featuring your logo on all North All-Star Team yard signs, player t-shirts distributed at signing day and game day jerseys. Sponsor to also be mentioned by game commentators after each touchdown by the North Team.

South Team Sponsor

Sponsor all South All-Star football teams of approximately 110 players, including branding featuring your logo on all South All-Star Team yard signs, player t-shirts distributed at signing day and game day jerseys. Sponsor to also be mentioned by game commentators after each touchdown by the South Team.

\$7,500+

Hospitality Sponsor

Sponsor the hospitality tent and refreshments for players, including the opportunity to provide nonalcoholic beverages to hospitality tent visitors, recognition on signage at water stations for players and optional engagement opportunity for employee volunteerism.

Award Sponsor

Sponsor awards and plaques distributed to every all-star player during signing day event.

Print Sponsor

Sponsor printing of the game day program, with prominent logo recognition on printed programs, distributed to all players, families and fans.

**Branded player gifts and fan items are a unique opportunity for your company to donate exclusive take-home items to maintain brand exposure.*

SPONSORSHIP BENEFITS

	\$25,000+	\$15,000+	\$10,000+	\$7,500+
PRE-GAME DAY BENEFITS				
Prominent branding and logo inclusion during signing day event	Prominent logo			
Recognition on attendee tickets	Prominent logo	Logo		
Branded player gift	✓	✓		
Player yard signage	Prominent logo	Logo	Logo	
Recognition on Children's Wisconsin event website	Prominent logo and link	Logo and link	Logo and link	Logo and link
Recognition in emails sent to 500+ players	Prominent logo	Logo	Logo	Logo
Name recognition on signing day t-shirts	✓		Logo on signing day t-shirts and game day jerseys	
GAME DAY BENEFITS				
Company representation on field	✓			
On-site activation opportunity	✓	✓		
Game tickets	10	8	6	2
Hospitality tent tickets	10	8	6	2
Stadium signage	Prominent logo	Logo	Logo	Logo
Scoreboard recognition	Logo and name	Logo and name		
Recognition in printed program	Prominent logo	Logo	Logo	Logo
Ad space in game day program	Full page - color	Full page - color	1/2 page - color	1/2 page - color
Complimentary copies of game day program	5	3	1	1

Securing of benefit timeline and print deadlines to be discussed with Children's Wisconsin.

Be a part of something special

As a sponsor of the WFCFA All-Star Charity Football Games, you directly support the physical, social and mental health of Wisconsin's kids and teens. It's your support that allows Children's to provide the very best care to kids!

As a sponsor, your brand will reach an audience committed to making a difference, including:



260 all-star players and coaches – each of whom is actively engaging their community in supporting the mission of Children's Wisconsin



4,000 game day fans from across the state of Wisconsin



130,000 Children's Wisconsin Foundation **email subscribers**



Thousands of visitors to the WFCFA All-Star Football Games website

Let's connect

Want to learn more about how your brand can be a part of the WFCFA All-Star Charity Football Games? We'd love to chat!

Contact us today

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Children's
Wisconsin

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