2027 Badger State Games Sponsorship Overview

Winter Games Summer Games Sport Partnerships

Put your organization alongside a Wisconsin sports tradition and connect with athletes, families, clubs, volunteers and communities throughout the year.

Badger State Games is relaunching its 2027 partnership program from year-round presenting relationships to individual sport support. Founding Partners receive first opportunity to renew their position for 2028.

2027 Partnership Levels

Partnership	Investment	Best fit
Presenting Partner	$10,000	Year-round leadership and top visibility
Official Partner	$5,000	Exclusive approved business category
Winter Games Partner	$3,500	Winter-focused campaign
Summer Games Partner	$3,500	Summer-focused campaign
Community Partner	$2,000	Year-round local recognition
Supporting Partner	$1,000	Entry-level BSG partnership
Sport Partner	$750+	Direct alignment with a specific sport

What a Partnership Can Include

- Recognition across Badger State Games web, email and social channels based on package level.
- Event signage and photo-backdrop visibility at applicable BSG-produced events.
- On-site activation at mutually agreed events, subject to venue and sport-operator approval.
- Category exclusivity for Presenting and Official Partners when defined in the agreement.
- Approved BSG partner designation for use in the sponsor's own communications.
- Sport-specific opportunities beginning at $750.

Participant contact information is not sold or transferred. Sponsor messages can be delivered through BSG-controlled channels as included in the selected package.

Start a Conversation

Tell us who you want to reach and what you want the partnership to accomplish. We can build around the full Games, one season or a specific sport.

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