2027 Badger State Games Sponsorship Opportunities

Year Round Partnerships for Wisconsin Athletes

Partner with a Wisconsin sports tradition that connects athletes, families, clubs and communities through winter and summer competition.

Badger State Games is relaunching its partnership program for 2027 with a stronger year-round structure, expanded sport partnerships and new opportunities for organizations to connect with participants at events and through digital channels.

Why Partner With Badger State Games

- Year-round presence across both Winter and Summer Games.
- Connection to athletes, families, coaches, clubs, volunteers and spectators.
- Visibility across Badger State Games web, email, social and event channels.
- Opportunities for on-site activation at mutually agreed events.
- Association with amateur sport, active lifestyles, community and Wisconsin pride.
- Flexible opportunities ranging from statewide partnerships to individual sport support.

Badger State Games is a member of the National Congress of State Games. Athletes in eligible sports and divisions may qualify for the State Games of America.

2027 Partnership Opportunities

Partnership	Investment	Availability
Presenting Partner	$10,000	1
Official Partner	$5,000	Limited by category
Winter Games Partner	$3,500	Limited
Summer Games Partner	$3,500	Limited
Community Partner	$2,000	Limited
Supporting Partner	$1,000	Available
Sport Partnership	From $750	By sport and event size
In Kind and Media	Custom	By agreement

Presenting Partner

$10,000 annual investment | One available

The premier Badger State Games partnership provides year-round visibility across the Winter and Summer Games and positions one organization as a leading supporter of Wisconsin amateur athletics.

- Designation as Presenting Partner of the 2027 Badger State Games, with mutually approved presenting language.
- Recognition as a Founding Partner of the 2027 Badger State Games relaunch.
- Highest-level partner logo placement on the BSG website and sponsor page.
- Prominent inclusion on major BSG-produced event signage and photo backdrops.
- Category exclusivity, subject to final agreement.
- Logo and name on BSG medal ribbons.
- Up to six partner inclusions in BSG email communications during the agreement term.
- Up to six dedicated or co-branded social media features.
- Opportunity for mutually agreed on-site activation at all BSG events, subject to venue and sport-operator approval.
- Recognition in applicable BSG news releases and major public announcements.
- Approved use of Official Partner of the Badger State Games designation and BSG partner marks.
- First opportunity to renew the Presenting Partner position for 2028.

Official Partner

$5,000 annual investment | Limited noncompeting categories

- Official Partner designation within an approved category, such as sports medicine, financial services, telecommunications, automotive, sporting goods, lodging, insurance or hydration.
- Recognition as a Founding Partner of the 2027 Badger State Games relaunch.
- Category exclusivity at the BSG statewide level.
- Logo and link on the BSG partner page and selected BSG web pages.
- Inclusion on selected BSG-produced event signage.
- Up to four partner inclusions in BSG email communications.
- Up to four social media features.
- Opportunity for activation at up to two mutually agreed events.
- Approved use of Official Partner of the Badger State Games designation.

Winter Games and Summer Games Partners

$3,500 seasonal investment

- Recognition as an Official Partner of the selected 2027 Games season.
- Logo and link on the corresponding Winter or Summer Games hub page.
- Inclusion on applicable season signage produced by BSG.
- Up to three email inclusions during the selected season.
- Up to three social media features.
- Opportunity for activation at one mutually agreed event within the selected season.
- Approved seasonal partner designation.

Community Partner

$2,000 annual investment

- Recognition on the BSG Partners web page.
- Logo inclusion on selected partner recognition materials.
- Up to two BSG social media features.
- Up to two partner inclusions in BSG email communications.
- Approved Community Partner designation.

Supporting Partner

$1,000 annual investment

- Recognition on the BSG Partners web page.
- Logo inclusion on selected partner recognition materials.
- One BSG social media recognition during the agreement term.
- Approved Supporting Partner designation.

Sport Partnerships

Starting at $750 | Pricing varies by sport, audience and participant volume

Connect directly with a sport that aligns with your audience. Sport partnerships may include presenting recognition, event signage, web recognition, social promotion or on-site activation depending on the competition and venue.

- Under 100 expected athletes: from $750.

- 100 to 299 expected athletes: from $1,500.
- 300 or more expected athletes: from $2,500.
- Custom pricing may apply to multi-day, high-spectator or premium competitions.

In Kind and Media Partnerships

We welcome products, services and media support that meaningfully reduce event costs or improve the athlete experience. Recognition is based on the agreed fair-market value and usefulness of the contribution. Examples may include apparel, printing, signage, hydration, food and beverage, equipment, lodging support, media, photography and production services.

Partnership Standards

- All uses of the Badger State Games name and marks require approval.
- Benefits are delivered through BSG-controlled channels; participant contact lists are not sold or transferred to sponsors.
- Event activation is subject to venue rules and approval of the applicable sport operator.
- Sport-level sponsors may not conflict with protected statewide BSG partner categories.
- Final benefits, exclusivity and in-kind valuation are confirmed in the sponsorship agreement.

Build a Partnership That Fits

The best sponsorships do more than place a logo. Tell us who you want to reach and what you want the partnership to accomplish. We can build a plan around statewide visibility, a specific season, a sport, athlete engagement, employee involvement or community impact.

Contact

Badger State Games
Wausau Central Wisconsin Convention and Visitors Bureau
715-355-8788
info@badgerstategames.org
visitwausau.com/badger-state-games

2027 inventory and benefits are subject to availability and final written agreement.