



SPONSORSHIP OPPORTUNITIES



SEPTEMBER 19, 2026

THE MILWAUKEE MILE AT WISCONSIN STATE FAIR PARK



ONE-OF-A-KIND FUN FOR A ONE-OF-A-KIND CAUSE

On September 19, 2026, the one-mile loop at the Milwaukee Mile at State Fair Park will host a variety of exciting activities that give our entire community an opportunity to rally teams, fundraise for Children's Wisconsin, and celebrate the kids and families in our lives. Because that's who we serve, embrace and advocate for every day. Rally Round offers something for all ages and abilities, with all proceeds benefiting Children's Wisconsin.

Attendees will enjoy a beautiful day filled with family-friendly entertainment, activities, delicious food, and the opportunity to run, walk or roll on the track in honor of loved ones and care providers. All kids are free!

And because Children's Wisconsin is 100% focused on kids, Rally Round is everything kids are — inspiring, silly, curious, adventurous and fun!

"It was so nice to be at a safe event where my son could do whatever he wanted. It was great to say, 'let's go try things!'" ~RALLY ROUND ATTENDEE

Children's Wisconsin

For more than 130 years, Children's Wisconsin has provided exceptional pediatric care and services for kids and families. Our vision is for Wisconsin's kids to be the healthiest in the nation, but we cannot achieve this vision alone. We rely on support from our community and corporate partners to make a difference in the lives of the children we serve, and we look forward to partnering with you to make a strategic investment. Rally Round will grow to be one of our largest signature events, raising critical funds for our areas of greatest need.



Why sponsor Rally Round?

As a sponsor of Rally Round, you can power a revolutionary approach to caring for kids' physical, dental, social and mental health.



Annual impact at Children's Wisconsin

6.5 MILLION+

connections with kids and families

3.5M+

community health and safety program touchpoints

70K+

visits to our Emergency Room/Level I Trauma Center

700K+

specialty care visits, including virtual visits

53%

patients covered by Medicaid

440K+

appointments in our primary and urgent care clinics

1,800+

kids and teens served in our Mental Health Walk-in Clinics

Data from January 1 to December 31, 2024

Help us rally for kids' health and well-being!

Be Part of Something Special

It's your support that allows Children's to provide the very best care to kids.

At the 2025 Rally Round, we rallied:

23

sponsors

173

teams of grateful families,
providers and supporters

~7,000

participants

As a Rally Round sponsor, you will:



- Reach over 200,000 followers across the Children's Wisconsin primary social media channels



- Reach ~130,000 monthly email subscribers
- Reach more than 7,000 Children's Wisconsin team members through internal communications



- Reach over 6,000 website visitors



- Have the opportunity for your employees to volunteer at the event
- Gain greater exposure and goodwill by partnering with one of the nation's top pediatric hospitals



- Lead the way for other Wisconsin companies by investing in an institution that is 100% focused on kids

Specific benefits vary by sponsorship level.

In 2026, we're working to engage:

200+

teams of grateful families,
providers and supporters

1,000+

Children's Champions
(former or current patients)

10,000+

participants



\$650,000+

raised for kids' health in 2025





Activations

Family Fun Zone

Featuring games, fun, activities and bounce houses

Get in the Game! Zone

Inclusive sports and activities, beloved mascots and video gaming

Imagination Station

Arts, crafts and science activities for the entire family

Relaxation Station

A place to relax, a respite from the excitement of the day



Parking and shuttle sponsorship opportunities

- **Closed loop track**
Approximately 1 mile, allowing for groups, strollers, wheelchairs, service dogs, Go Baby Go! cars, runners, walkers and more
- **Picnic Place**
provides a variety of healthy and fun food options
- **Infield activity zones** offer engaging areas for play and exploration

- **Main Stage** provides all-day programming, acknowledgements and emcee
- **Start/finish line** provides ongoing celebratory moments

Configuration subject to change for 2026.

Sponsorship opportunities



\$100,000

Kids Free

Your company will be associated with providing free registration for 4,000+ kids and teens. Receive prominent and exclusive recognition in all event communications* promoting free kids/teen registration: “Thanks to [your company], all kids and teens are free!” Additional benefit highlights include:

- Special recognition on event registration page visited by all participants: “A special thank you to our Kids Free Sponsor, [your company].”
- Prominent recognition in all pre-event promotional materials with a statewide reach, including campus marketing collateral, PR items, event posters and participant mailings
- Prominent recognition in all event materials, including t-shirts and signage
- Opportunity to have a branded event activation for additional attendee engagement — staffed by the sponsor organization



**Excluding paid advertising campaign given spatial limitations.*

\$50,000

Entertainment Sponsor

Receive prominent and exclusive recognition in all event communications* promoting the program and entertainment on the Main Stage: “Entertainment powered by [your company].” Additional benefit highlights include:

- Exclusive recognition on stage branding and in association with new programming announcements
- Verbal and digital video wall recognition throughout the day on the Main Stage
- Premier-level sponsor recognition on event materials, including PR items, marketing collateral and signage, as well as event materials, including t-shirts
- Opportunity to have a branded event activation for additional attendee engagement — staffed by the sponsor organization



**Excluding paid advertising campaign given spatial limitations.*

Parking

Your company will be associated with providing free parking for 1,500+ vehicles. Receive prominent and exclusive recognition in all event communications* promoting complimentary parking: “Thanks to [your company], parking is free!” Additional benefit highlights include:

- Prominent recognition on event day parking passes and wayfinding signage
- Premier-level sponsor recognition on event materials, including PR items, marketing collateral and signage, as well as event materials, including t-shirts
- Opportunity to have a branded event activation for additional attendee engagement — staffed by the sponsor organization

**Excluding paid advertising campaign given spatial limitations.*



Volunteer

Your company will be associated with supporting the 400+ volunteers ready to lend a helping hand. Receive exclusive and prominent recognition on the sleeve of volunteer t-shirts, as well as volunteer headquarters. Additional benefit highlights include:

- Early access to all general volunteer opportunities
- Exclusive recognition in all volunteer communications, including printed/digital resources, emails and online sign-up portal
- Premier-level sponsor recognition on event materials, including PR items, marketing collateral, t-shirts and signage
- Opportunity to provide volunteer food and beverages (donation included within overall investment value)
- Opportunity to provide a branded volunteer incentive/thank you item (donation included within overall investment value)



Sponsorship opportunities

\$25,000

ACTIVITY ZONES

Family Fun Zone

Receive exclusive recognition in event communications: “Family Fun Zone powered by [your company].” Additional benefit highlights include:

- Exclusive recognition on zone tent, entrance and tower signage
- Premier-level sponsor recognition on event materials, including PR items, marketing collateral and signage
- Opportunity to have a branded event activation in zone



Get in the Game! Zone

Receive exclusive recognition in event communications: “Get in the Game! Zone powered by [your company].” Additional benefit highlights include:

- Exclusive recognition on zone tent, entrance and tower signage
- Premier-level sponsor recognition on event materials, including PR items, marketing collateral and signage
- Opportunity to have a branded event activation in zone



Imagination Station

Receive exclusive recognition in event communications: “Imagination Station powered by [your company].” Additional benefit highlights include:

- Exclusive recognition on station tent, entrance and tower signage
- Premier-level sponsor recognition on event materials, including PR items, marketing collateral and signage
- Opportunity to have a branded event activation in station



Relaxation Station

Receive exclusive recognition in event communications: “Relaxation Station powered by [your company].” Additional benefit highlights include:

- Exclusive recognition on zone tent, entrance and tower signage
- Premier-level sponsor recognition on event materials, including PR items, marketing collateral and signage
- Opportunity to have a branded event activation in station



ATTENDEE ENGAGEMENT

Passport

Receive exclusive recognition on the event Passport handed out to all attendees. Attendees can visit event zones to receive stamps and redeem their Passport for a sponsor-supplied prize. (Donation of prizes included within overall investment value.) Additional benefit highlights include:

- Exclusive recognition on signage at Passport stations throughout the event
- Premier-level sponsor recognition on event materials, including PR items, marketing collateral and signage
- Opportunity to have a branded event activation in conjunction with Passport stations — staffed by the sponsor organization



Pit Stop

Receive exclusive recognition in event communications: “Pit Stops powered by [your company].” Pit Stops provide water, food and beverage to walkers, runners and rollers at a minimum of four stations around the Milwaukee Mile track. Additional benefit highlights include:

- Exclusive recognition on wayfinding and promotional signage on each station and within the event grounds
- Opportunity to donate food/beverages items to be handed out within the station (donation included within overall investment value)



Team

Receive exclusive recognition in all team-building communications, including printed/digital team resources, emails and team fundraising webpages — plus the opportunity for a ceremonial Team Sponsor lap. Additional benefit highlights include:

- Exclusive and prominent recognition on sleeve of team t-shirts
- Premier-level sponsor recognition on event materials, including PR items, marketing collateral and signage
- Opportunity to have a branded event activation to engage with attendees — staffed by the sponsor organization



Sponsorship opportunities

FOOD & BEVERAGE ZONE

Picnic Place

Receive exclusive recognition in event communications: “Picnic Place powered by [your company].” The Picnic Place is an area featuring food trucks and a tent where hundreds of attendees gather to eat. Additional benefit highlights include:

- Exclusive recognition on exterior and interior tent signage
- Premier-level sponsor recognition on event materials, including PR items, marketing collateral and signage
- Opportunity to have a branded event activation to engage with attendees — staffed by the sponsor organization



\$15,000

Connected for Kids

Provide engaging games and activities for at least four zones/ activity stations. (Donation of games/activities included within overall investment value.) Additional benefit highlights include:

- Exclusive recognition on activity signage and branded games and activities
- First right of refusal for activity volunteerism



Hydration Station

Receive exclusive recognition in event communications: “Hydration Station powered by [your company].” The Hydration Station provides water to attendees as they enjoy infield activities and entertainment. Additional benefit highlights include:

- Exclusive recognition on wayfinding and promotional signage on the Hydration Station and within the event grounds



\$10,000

Honor Laps (7 Available)

Each half hour of track activities will feature Honor Laps celebrating Children’s Wisconsin care teams and service lines. As an Honor Lap sponsor, your company will receive recognition on pre-event communications, Main Stage digital signage, event signage and program announcements promoting the on-track schedule of activities. Additional benefits include the opportunity to join or cheer on the Honor Lap participants and group photos on the Milwaukee Mile track.



Mission Moment (Unlimited)

Receive recognition on prominent event signage in association with an inspiring patient family story, engaging thousands of attendees at an event hub.



Pace Car Sponsorship

Receive exclusive recognition on Main Stage digital signage and program announcements. Additional benefits include the opportunity to kick-off a Pace Car lap highlighting a Children’s Wisconsin provider team or service line and join participants on the Milwaukee Mile track.





Sponsorship benefits

\$100,000	\$50,000	\$25,000	\$15,000	\$10,000
KIDS FREE	ENTERTAINMENT, PARKING, VOLUNTEER	ACTIVITY ZONES, ATTENDEE ENGAGEMENT, FOOD & BEVERAGE	CONNECTED FOR KIDS, HYDRATION STATION	HONOR LAP, MISSION MOMENT PACE CAR

EVENT PROMOTION BENEFITS

Recognition in save-the-date social media post*	Name	Name	Name		
Recognition in mailed save-the-date reaching up to 8,000 households	Logo	Logo	Name		
Recognition in save-the-date email*	Logo	Logo	Logo	Name	
Recognition in premier Children's Wisconsin on-campus promotional materials: Flyers, LCD screens, elevator signage, table tent signage	Logo	Logo	Logo	Logo	
Recognition in universal Children's Wisconsin on-campus promotional materials: Connect article, pull-up banner	Logo	Logo	Logo	Logo	Name
Recognition in promotional email series	Logo	Logo	Logo	Logo	Name
Recognition in owned Children's Wisconsin social media posts	2 dedicated	1 dedicated	1 shared	1 shared	1 shared
Recognition on event registration and fundraising web page	Logo	Logo	Logo	Logo	Name
Recognition tied to dedicated sponsor level, as described on subsequent pages	✓	✓	✓	✓	✓

REGISTRATION AND VOLUNTEERISM BENEFITS

Free registration for associates	Unlimited				
Discounted registration for associates		50%	25%	25%	25%
Corporate volunteerism opportunities, which include free registration	✓	✓	✓	✓	✓

\$100,000	\$50,000	\$25,000	\$15,000	\$10,000
KIDS FREE	ENTERTAINMENT, PARKING, VOLUNTEER	ACTIVITY ZONES, ATTENDEE ENGAGEMENT, FOOD & BEVERAGE	CONNECTED FOR KIDS, HYDRATION STATION	HONOR LAP, MISSION MOMENT PACE CAR

EVENT DAY BENEFITS

Opportunity to provide marketing video for Main Stage video wall	✓	✓			
Recognition on individual banners along the track	Logo	Logo	Logo		
Recognition on tunnel entrance signage	Logo	Logo	Logo	Name	Name
Recognition on physical event program	Logo	Logo	Logo	Name	Name
Recognition on dedicated sponsor-level event signage	✓	✓	✓	✓	✓
Recognition on event t-shirts* <i>see level descriptions for details</i>	Logo	Logo	Logo	Name	Name
Verbal recognition through Main Stage announcements	✓	✓	✓	✓	✓
Recognition on digital Main Stage video wall signage	Logo	Logo	Logo	Logo	Logo
Recognition tied to dedicated sponsor level, as described on subsequent pages	✓	✓	✓	✓	✓

POST-EVENT STEWARDSHIP

Recognition in owned Children's Wisconsin thank you social media post	1 shared	1 shared	1 shared	1 shared	1 shared
Recognition in event thank you email	Logo	Logo	Logo	Logo	Name
First right of renewal for 2027 event	✓	✓	✓	✓	✓
Membership into the Children's Wisconsin Heroes Giving Society	✓	✓	✓	✓	✓

*Recognition (i.e., logo or name size) to be scaled based on sponsor investment. Benefits inclusion dependent on time of sponsor commitment. Please see your Children's Wisconsin representative for benefit deadlines.

Every dollar makes a difference!





We can't wait to see you at next year's event!

FOR MORE INFORMATION, PLEASE CONTACT:

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