



PGI



PYROTECHNICS GUILD INTERNATIONAL

Wisconsin Firework Festival

2026 PGI Sponsorship Opportunities

Wisconsin International Raceway August 8, 12 & 14, 2026

ShowTime Sponsorships

Looking to make a high-impact statement without needing to be on-site? Our ShowTime Sponsorships offer premier brand exposure to a live audience of 4,000 to 8,000 attendees each night—plus extended visibility through digital, print, and media promotion.

Silver Show Sponsor – \$5,000

- Your logo is prominently displayed in the welcome program for up to 2000 members
- Your Business flyer is included in the official attendee welcome kit
- Professionally announced sponsor recognition during show nights
- Free Tickets & other goodies

Gold – \$10,000 All Silver benefits, plus:

- Logo placement on the public-facing ticket site and pgi.org
- Your banner displayed at the venue (sponsor provides artwork)
- Logo branding on event posters
- Opportunity to co-brand a PGI show TV advertisement

Platinum – \$15,000

All Gold benefits, plus:

- A custom pyrotechnic field set piece featuring your logo or name (one night only)
- Additional Free Tickets

Titanium – \$20,000

All Platinum benefits, plus:

- Private backstage daytime tour for 6 guests
- 12-person VIP seating
- 100 free general admission tickets to distribute to employees or customers

Iridium (Exclusive) – \$25,000

All Titanium benefits, plus:

- The Ultimate Sponsorship Package -All Titanium benefits
- plus your drone logo in the sky on one show night



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Additional Sponsorship Options

Two-Way Radio Sponsor – \$4,000

Ensure seamless communication across the PGI event operations team. Includes on-site signage a commercial message by our announcer, and free tickets

Heavy Equipment Sponsor – \$4,000

Support the essential machinery used to build and prepare the pyrotechnic field.

Your logo is featured on signage at the entrance, and your business is mentioned and recognized nightly. Includes a daytime backstage tour for 4.

Printed Materials Sponsors – \$3,000

Support the creation of printed event materials, including maps, posters, guides, & packets. Includes announcer recognition during nightly shows and “Printed Materials Provided By” branding on all attendee-facing printed pieces.

Television Commercial Sponsor – \$3,000

Support our televised marketing outreach with Co-branding presence on select PGI promotional TV advertisements. Your logo appears- Support our televised marketing outreach with co branded presence on select PGI promotional TV advertisements.

Media Radio Commercial Co-Sponsor – \$3,000

Co-brand our local Radio announcements about our shows. Your business will be mentioned during shows by our professional announcer. Banner ads and more.

Ticket Scanner Sponsor – \$2,000

Help us defer the cost of hand held scanner rentals. Sponsor ticket scanner rentals. Your logo will be prominently displayed at the entrance as the sponsor and mentioned by our announcer during shows. If you provide apparel, Gate agents will wear your gear.

Fireball Display Sponsor – \$550

Support our crowd-favorite fireball blasts during the show. Help pay for fuel or propane for dancing flames. Your business will be recognized at show time for funding the fuel that powers the fire ball display. Free tickets included.

Rental Equipment Sponsors – \$1,000 (4 available)

Help us offset the cost of critical rental equipment used throughout the event (generators, lighting towers, staging, etc.). Your logo will appear on signage, banners, and in the seating area. You will be mentioned as a sponsor by our announcer. Free tickets included.



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Training & Seminar Sponsors – \$1,000 (3 available)

Help fund the cost of audio visual in classrooms. Your logo appears in all our seminar tents to our 2000 members who attend training. You will be mentioned as a sponsor by our announcer. Includes free tickets.

Fire Medical Team Sponsor – \$1,000

The PGI provides our own Fire Medical team. Help fund the supplies and hard work of the Fire med standby response team. Includes your logo on a banner ad, and announcer recognition each show night. Free tickets included.

Handicap Parking Sponsor – \$500

Help fund our professional crowd control staff. Help us fund safe, accessible parking for guests with disabilities. Includes an up front row parking spot. Recognition by our announcer and free tickets.

PGI Member Map Advertisement (Welcome Bag Insert) - \$250

Your business featured in our convention welcome kit. Advertise your business to over 2000 convention (PGI member) attendees who buy goods, meals, food and supplies all week. PGI stimulates the local economy w/ \$2.1 M in sales to local establishments!

Security Team Sponsorship - \$500

Help fund the volunteer security team's equipment. Help us keep the ground safe and secure. The volunteer security team ensures the safety of attendees. Attach your brand and get recognized at show time by our official announcer.

Silver Afterglow Sponsor:- \$500

Advertise your establishment at the afterparty every night. Promote your establishment to our 2000 convention attendees after the shows. Our members frequent local shops, restaurants, museums, & attractions throughout the day. Being a partial sponsor of the food and beverage at this event you will receive your logo prominently displayed at the afterglow.

Gold Afterglow Sponsor:- \$1000

Advertise your establishment at the afterparty every night. Promote your establishment to our 2000 convention attendees after the shows. Gold Level sponsorship offers premier visibility. Beyond a featured logo on a banner ad and food stations, your brand will be integrated into the guest experience via tabletop menus, literature, or table tents.



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Ignite Your Brand Visibility

Be the Spark Behind the Show

When the first shell breaks over Kaukauna, will your brand be part of the magic?

The Pyrotechnics Guild International convention is a celebration of community, creativity, and artistry in the sky. We want you at the heart of it. Your support helps us transform the night sky into a canvas of light, bringing families together for a once-in-a-lifetime experience. We believe in partnerships that work; whether you are looking to deepen local roots or expand your regional reach, our flexible levels, designed for maximum ROI, make it easy for your business to shine. Help us lead the way in celebrating community, innovation, and the awe-inspiring beauty of the sky.

For more information or to secure your sponsorship, contact:

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Visit pgi.org/tickets for event details.