

OPPORTUNITY ATTRACTION FUND SPONSORSHIP



Bring high-impact opportunities and events to Wisconsin

Wisconsin competes nationally and internationally for events and initiatives that increase visibility, attract visitors, and drive economic impact.

The **Opportunity Attraction Fund (OAF) Sponsorship** helps Wisconsin secure these opportunities through strategic co-investment with partner organizations—strengthening the state’s reputation as a destination for business, travel, and living.

How it works

Backed by an initial \$5 million investment, the OAF Sponsorship helps Wisconsin compete for high-profile opportunities and events that deliver visibility and measurable economic impact. Funding may support both competitive bids and hosting costs, or both, for opportunities awarded to Wisconsin. Sponsorship amounts vary by project, and applicants must provide a 1:1 match through cash or in-kind contributions.

Eligibility criteria

Eligible applicants include Wisconsin municipalities, counties, American Indian Tribes and bands, visitor and convention bureaus, business improvement districts, and private-sector organizations.

Priority is given to high-impact opportunities—such as sporting events, conferences, cultural experiences, industry summits, and competitive host bids—that attract out-of-state visitors, generate media exposure, drive economic activity, and elevate Wisconsin’s profile.

All statutory requirements must be met to qualify for an Opportunity Attraction Fund Sponsorship. Wisconsin Act 175 (current update to § 238.143)

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For more information about the Opportunity Attraction Fund Sponsorship, contact:

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