



Sponsorship Opportunities

HOME SAFETY CHALLENGE ON
[FALLSFREEWI.ORG](https://fallsfreewi.org)

IDENTIFY FALLS HAZARDS



ABOUT

OVERVIEW

An interactive, web-based **Home Safety Challenge** is a walk-through of a real Wisconsin home that helps users identify fall hazards, discover safety tips, and learn about missing safety supports that can reduce the risk of injury and support aging safely at home.

PROCESS

Move through and view the home 360-degrees as you identify fall hazards, safety tips, and missing safety items.

UNIQUENESS

The Home Safety Challenge is the only of its kind with promotion nationwide!

OPPORTUNITY

YOUR BANNER HERE



Clickable

Click for
more info

183px X 116px

ROOM BANNER - 1 YEAR

(HIGH-VISIBILITY, ROOM-LEVEL PLACEMENT)

Room Banners appear prominently within a specific area of the home (for example: Bathroom, Kitchen, Bedroom, Living Room, Stairs/Entryway).

These placements offer strong brand visibility and position sponsors as champions of home safety and fall prevention.



YOUR BANNER HERE
**Clickable**
Click for more info
183px X 116px

OPTIONS

TOTAL FOUND

Home Hazards & Safety Tips:
You Found 0 of 9 in this Room

SHOW HINTS

SHOW HIDDEN

Color Code:

Fall Hazards

Safety Tips

Safety Items Mi

Featured at the top of the page for each room selected.

Banners May Include:

- Sponsor logo and organization name
- Short safety-aligned message (e.g., "Proud to support fall prevention and safe aging at home")
- Clickable link to sponsor's website or landing page
- Optional co-branded safety message approved by WIHA

Sample Uses:

- Health systems or insurers sponsoring the Bathroom or Stairs
- Home modification companies sponsoring the Entryway or Bedroom
- Community organizations sponsoring the Living Room or Kitchen



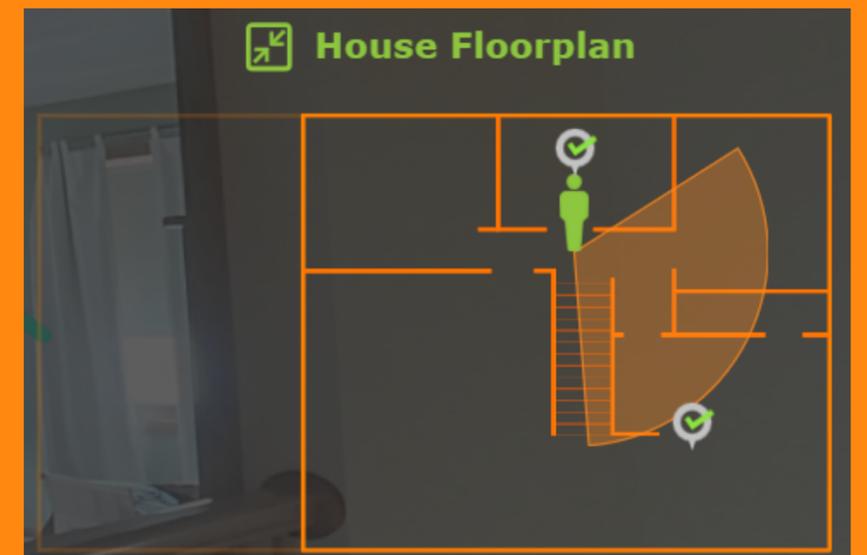
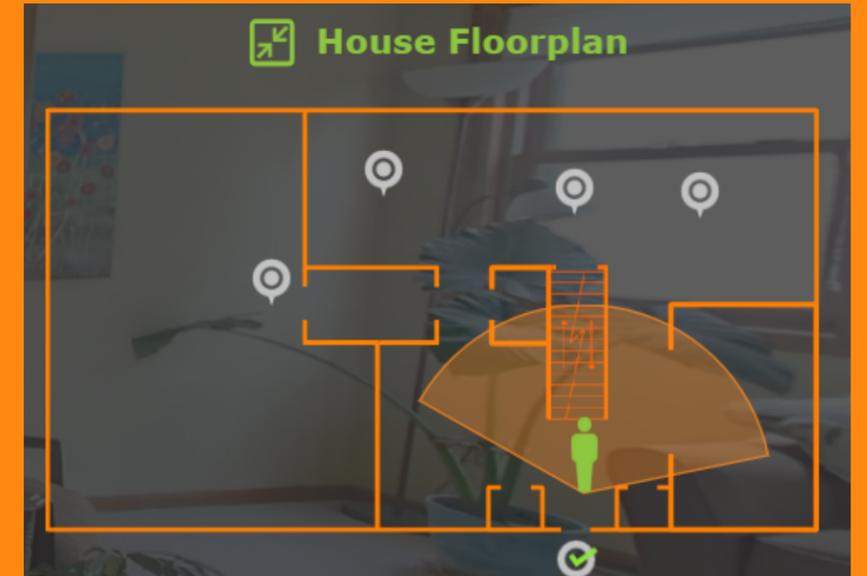
COST

\$5,000/room

1 YEAR PLACEMENT

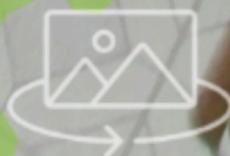
ROOM AVAILABILITY

- Porch (Main)
- Foyer
- Dining
- Hall
- Garage
- Bathroom
- Living Room
- Kitchen
- Master Bedroom



This room supports full

360°



REACH

Since launch May 2023

332

AVERAGE VIEWS/MONTH
(EXCLUDING SEPTEMBER)

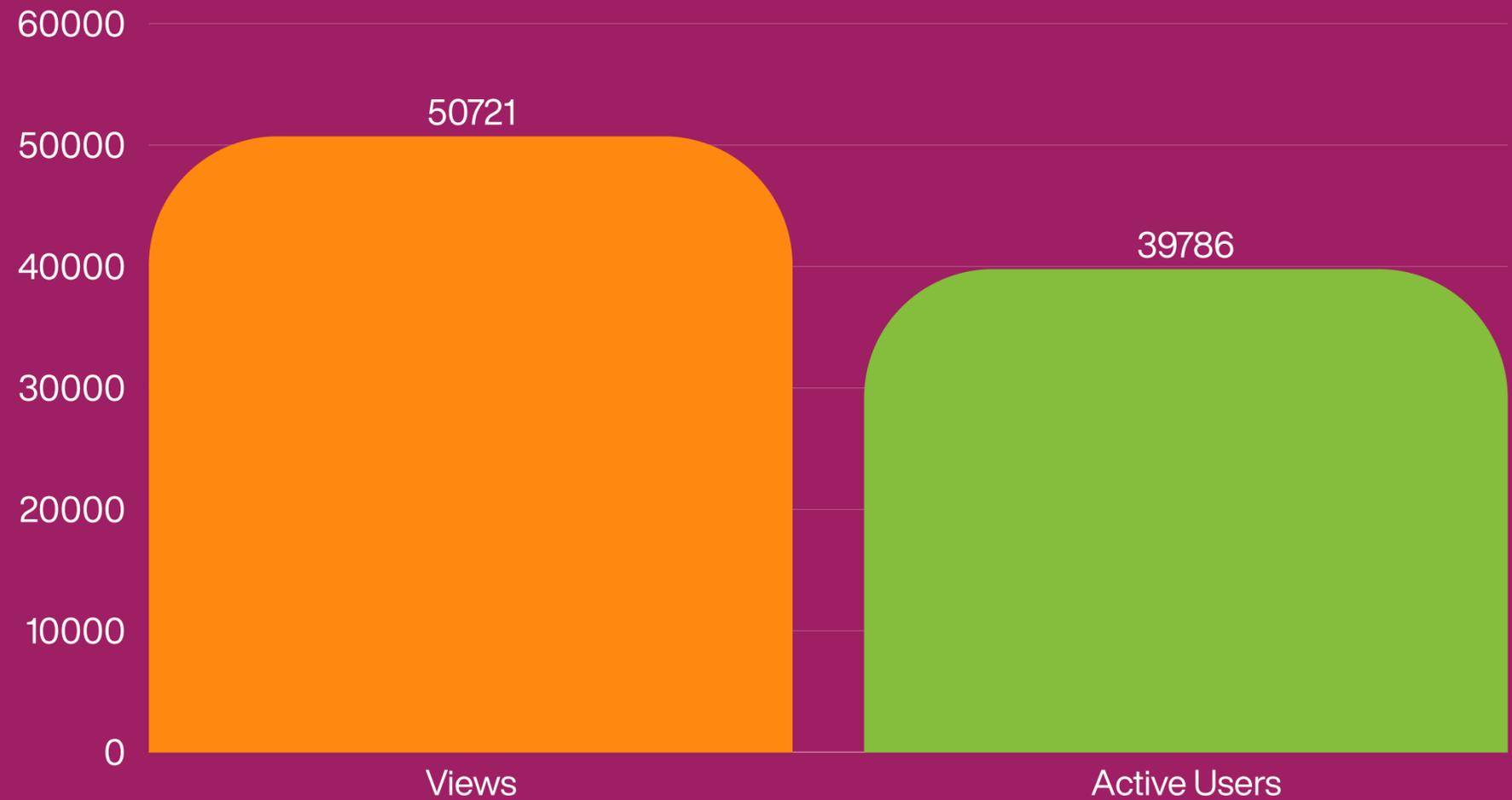
25,793

SEPTEMBER 2025 VIEWS

256,200

ALL TIME EVENT COUNTS

Since December 2024



PROMOTION

How We Promote the Challenge



FALLSFREEWI.ORG

Featured on our homepage.



PAID ADVERTISING

Through paid ads on hulu, spotify, youtube, and more.



NEWSLETTERS

To WIHA participants and professionals, and FallsFreeWI coalition members.



SOCIAL MEDIA

FFWI and WIHA facebook pages.



CONTACT

HOME SAFETY CHALLENGE

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Wisconsin

fallsfreewi.org

