



Preventing Homelessness, Ending Hunger

---

## CANSTRUCTION® MADISON FAQs

**Q:** What is CANSTRUCTION® MADISON? Who benefits?

**A:** CANSTRUCTION® is a community competition to end hunger. Teams build incredible, highly imaginative structures out of canned goods and packaged food they have either purchased or collected. Upon completion of the event, the food is donated to MOM's Food Pantry.

**Q:** What is the history behind CANSTRUCTION® MADISON?

**A:** First held in 1992, CANSTRUCTION® events across the world have raised over 70 million pounds of food through competitions and events. MOM held CANSTRUCTION® events in 2011-2019, collecting approximately 185 tons of food for our neighbors in need.

**Q:** Where and when will CANSTRUCTION® MADISON 2020 be held?

**A:** CANSTRUCTION® MADISON 2020 will be held on April 8 to April 19 at West Towne Mall, 66 West Towne Mall, Madison, WI.

**Q:** What will happen at CANSTRUCTION® MADISON 2020?

**A:** Throughout the day, competing CANSTRUCTION® teams will assemble their structures. The structures will stay on display in the main midway of West Towne Mall for ten days during which time they will be judged. The event will close with an awards ceremony on April 19.

**Q:** How can a business or organization support CANSTRUCTION® MADISON?

**A:** A business or organization can support CANSTRUCTION® MADISON as

1. A Financial Sponsor
2. A Team Sponsor
3. An Event Sponsor
4. A community wide food drive location

**Q:** What is the role of a Financial Sponsor?

**A:** Financial sponsors donate funds which are used to help end hunger in our community and to help offset CANSTRUCTION® MADISON event expenses.

**Q:** What is the role of a Team Sponsor?

**A:** A Team Sponsor will

1. Assemble a team from its employees, local high school, local service organization, etc.
2. Either purchase or collect canned goods and packaged food for its team's structure.
3. Assign two team captains responsible for monitoring the team's progress with respect to acquiring food and, subsequently, designing and building the team's structure at the competition.



*Preventing Homelessness, Ending Hunger*

---

**Q:** What is the role of the Event Sponsor?

**A:** Event Sponsors donate goods and/or services that are used to conduct the Canstruction<sup>®</sup> event.

**Q:** How can a business in the design/engineering/construction field support CANSTRUCTION<sup>®</sup> MADISON?

**A:** Businesses in these fields can support the event in several ways:

1. As a Financial Sponsor
2. As a Team Sponsor
3. As an Event Sponsor
4. By providing design experts for other teams: Each team needs at least one person with design experience. Businesses in the design/engineering/construction field can volunteer one or more design experts to assist teams with designing their structures.
5. By providing judges: Judges should have a design background. Businesses in the design/engineering/construction field can volunteer one of their design experts to judge the structures.

**Q:** How can an individual support CANSTRUCTION<sup>®</sup> MADISON?

**A:** Individuals with design experience may support the event as described in the preceding answer. Further, individuals may support the Canstruction<sup>®</sup> cause by attending the public viewing of structures and donating canned goods at the door.

**Q:** Where can I find more information regarding CANSTRUCTION<sup>®</sup> MADISON?

**A:** Visit [canstructionmadison.org](http://canstructionmadison.org).

**Q:** What sort of structures can I expect to see at CANSTRUCTION<sup>®</sup> MADISON?

**A:** Visit [canstructionmadison.org](http://canstructionmadison.org) and click on “Prior Events” to see structures from prior CANSTRUCTION<sup>®</sup> MADISON events.