

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

Develop

Network

Promote

SPONSORSHIP OPPORTUNITIES

2017 Programs



BUILDING CONNECTIONS.
STRENGTHENING BUSINESS.
YOUR COUNTY CHAMBER

SPONSORSHIP OVERVIEW

General Benefits

Sponsorships allow Alliance members to expand their reach throughout the region and create additional opportunities for growth. What are you waiting for? **Reach your potential through the power of the Alliance!**

- Heighten visibility in Waukesha County business community
- Position your company's expertise
- Demonstrate leadership in the market
- Strengthen company image through promotions, recognition and one-on-one connections

Demographics

Powerful Professional Profile

- 40% President, Partner, Owner, CEO
- 18% CFO, COO, GM, Senior or Executive VP
- 40% Director, Manager, Other

Engaged Membership

- 1,100+ member businesses
- 70% sponsor, attend or volunteer at events
- 30% have served on a committee or board

CALENDAR OF EVENTS AND PROGRAMS

JANUARY

Alliance 101
 One-on-One with Public Officials
 Professional Women's
 Development Network
 Young Professionals of Waukesha County
Manufacturing Voices

FEBRUARY

AMP!
 Art of Networking
 One-on-One with Public Officials
 SmallBiz Alliance
 Young Professionals of Waukesha County

MARCH

Alliance 101
 AMP!
 One-on-One with Public Officials
 Professional Women's
 Development Network
 Young Professionals of Waukesha County
Savor the Flavor of Waukesha County

APRIL

AMP!
 One-on-One with Public Officials
 SmallBiz Alliance
 Young Professionals of Waukesha County
Celebration of Leadership - Graduation
Power of Giving networking program

MAY

Alliance 101
 AMP!
 One-on-One with Public Officials
 Professional Women's
 Development Network
 Young Professionals of Waukesha County
Emerging Leaders awards program

JUNE

AMP!
 Art of Networking
 One-on-One with Public Officials
 SmallBiz Alliance
 Young Professionals of Waukesha County
Top 10 Businesses of the Year

JULY

Alliance 101
 One-on-One with Public Officials
 Professional Women's
 Development Network
 Young Professionals of Waukesha County
The BIG One Golf Outing

AUGUST

AMP!
 Art of Networking
 One-on-One with Public Officials
 SmallBiz Alliance
 Young Professionals of Waukesha County
Business and Politics
Networking Program

SEPTEMBER

Alliance 101
 AMP!
 One-on-One with Public Officials
 Professional Women's
 Development Network
 Young Professionals of Waukesha County
Annual Meeting

OCTOBER

AMP!
 Art of Networking
 One-on-One with Public Officials
 SmallBiz Alliance
 Young Professionals of Waukesha County

NOVEMBER

Alliance 101
 AMP!
 Professional Women's
 Development Network
 Young Professionals of Waukesha County

DECEMBER

AMP!
 SmallBiz Alliance
Key Industries for Wisconsin

ALLIANCE 101



AND

ART OF NETWORKING

PROGRAM PROFILE

- Attendees** Alliance 101: Variety of business professionals new to the Alliance, with a new member company and individuals considering Alliance membership;
Art of Networking: Business professionals looking to improve their networking skills
- Highlights** Captivated audience of business leaders who are looking to engage with the Alliance and broaden their networks
- When** Alliance 101: six programs a year; Art of Networking: four programs a year

Alliance 101: Get your company name and brand in front of a targeted audience of current and prospective Alliance members.

The Art of Networking: Networking is one of those buzz words you hear all the time. Networking is more than just exchanging business cards; it's an art, and requires time, effort and a strategy. This free workshop with Mervyn Byrd, director of sales & leadership development for the Alliance, is for anyone looking to understand the Art of Networking and build their toolbox.

SPONSORSHIP LEVELS (Includes both Alliance 101 and Art of Networking)	PRESENTING \$2,500	SUPPORTING \$1,000
Company name included on all promotions and materials, including webpage	✓	✓
Company name listed in the Alliance Annual Report	✓	✓
Opportunity to greet and speak with attendees during open networking before program start	✓	✓
Opportunity to place promotional materials for all attendees	✓	
Opportunity to welcome attendees, highlight company with two minutes of "podium time"	✓	

Presenting sponsorships are limited to a maximum of four (4) companies in non-competing industries. All other sponsorship levels have no limit on maximum number of sponsorships.

AMP!



PROGRAM PROFILE

- Attendees** Variety of business professionals ranging in industry and expertise
- Audience** Each session captures 75-100+ attendees
- Highlights** Enhance your knowledge and connections with the Alliance community
- When** Ten programs a year

Looking for an energizing, and development-focused morning? Start your morning with breakfast, networking and a speaker at AMP! (Alliance Morning Program). This program is for any business professional who is looking to *AMPLify* his or her knowledge and business!

SPONSORSHIP LEVELS	PRESENTING \$6,000	GOLD \$4,000	SILVER \$2,000
Company name included on all promotions and materials, including webpage	✓	✓	✓
Company name or logo on advertisement in media (where available and deadline permitting)	✓	✓	✓
Company name listed in the Alliance Annual Report	✓	✓	✓
Number of Attendees	5	4	2
Opportunity to place promotional materials for all attendees	✓	✓	
Display table at program	✓		
Opportunity to welcome attendees, highlight company with two minutes of "podium time"	✓		

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ANNUAL MEETING

EVENT PROFILE

Attendees 400-500 business professionals
Highlights Celebrate the business community's successes with other Alliance members
When September

The annual meeting celebrates the successes of the business community, honors the recipients of the Don Richards Leadership Award and Waukesha County Advocate of the Year Award and gives attendees an opportunity to hear a high-caliber motivational speaker. Meet business leaders and demonstrate your support for business in Waukesha County.

SPONSORSHIP LEVELS	PRESENTING \$5,000	GOLD \$3,000	SILVER \$2,000
Company name included on all promotions and materials, including webpage	✓	✓	✓
Company name or logo on advertisement in media (where available and deadline permitting)	✓	✓	✓
Company name listed in the Alliance Annual Report	✓	✓	✓
Number of Attendees	10	10	5
Ad in printed program distributed to all attendees (program size 5" x 7")	Full	Half	
Opportunity to place promotional materials for all attendees	✓	✓	
Display table at program	✓		
Opportunity to welcome attendees, highlight company with two minutes of "podium time"	✓		

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PROGRAM PROFILE

Attendees Business leaders looking to recognize young leaders in Waukesha County
Highlights Help celebrate some of Waukesha County's outstanding young professionals
When May

This awards program recognizes the outstanding accomplishments of exceptional young professionals who live or work in Waukesha County. This annual program includes a keynote speaker and recognition of the award recipients.

SPONSORSHIP LEVELS	PRESENTING \$5,000	GOLD \$3,000	SILVER \$2,000
Company name included on all promotions and materials, including webpage	✓	✓	✓
Company name or logo on advertisement in media (where available and deadline permitting)	✓	✓	✓
Company name listed in the Alliance Annual Report	✓	✓	✓
Number of Attendees	10	10	5
Ad in printed program distributed to all attendees (program size 5" x 7")	Full	Half	
Opportunity to place promotional materials for all attendees	✓	✓	
Display table at each program	✓		
Opportunity to welcome attendees, highlight company with two minutes of "podium time"	✓		

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PROGRAM PROFILE

Attendees *Variety of business professionals ranging in industry and expertise*
Highlights *Extend your reach to a captive audience of business professionals and position yourself as a leader in employee development*
When *Sessions meet every other week, August through April*

The mission of Leadership Waukesha County is to provide the tools, processes and inspiration necessary to develop and enhance leadership skills that will empower participants to assume effective leadership roles in our community and further their careers.

SPONSORSHIP LEVELS	PRESENTING \$7,500	SUPPORTING \$5,000
Company name included on all promotions and materials, including webpage	✓	✓
Company name or logo on advertisement in media (where available and deadline permitting)	✓	✓
Company name listed in the Alliance Annual Report	✓	✓
One class participant	✓	✓
Opportunity to place promotional materials for all attendees at graduation	✓	✓
Additional attendees at graduation program	5	2
Ad in printed program distributed to all attendees (program size 5" x 7")	Full	Half
Opportunity to welcome participants, highlight company at orientation with two minutes of "podium time"	✓	✓
Opportunity to welcome participants, highlight company at graduation with two minutes of "podium time"	✓	
Tuition paid for a participant from a non-profit organization	✓	
Opportunity to host one class session at your facility (must be able to accommodate a group of 45)	✓	

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EVENT PROFILE

Attendees *300+ business professionals*
Highlights *Engage in discussion and learn about today's manufacturing world*
When *January*

This annual program brings together manufacturers and business people to engage in dialogue about issues pertinent to manufacturing. Featured manufacturing executives discuss the challenges and successes their companies have experienced.

SPONSORSHIP LEVELS	PRESENTING \$5,000	GOLD \$3,000	SILVER \$2,000
Company name included on all promotions and materials, including webpage	✓	✓	✓
Company name or logo on advertisement in media (where available and deadline permitting)	✓	✓	✓
Company name listed in the Alliance Annual Report	✓	✓	✓
Number of Attendees	10	10	5
Add in printed program distributed to all attendees (program size 5" x 7")	Full	Half	
Opportunity to place promotional materials for all attendees	✓	✓	
Display table at program	✓		
Opportunity to welcome attendees, highlight company with two minutes of "podium time"	✓		

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PROGRAM PROFILE

- Attendees** *Business leaders interested in learning more about what's going on in public policy and in the community or region*
- Highlights** *An intimate setting to have meaningful conversation with public leaders, culminating with an annual public official Business and Politics Networking Program of 100-150 people*
- When** *Fourth Friday of the month January through October and networking program in August*

Alliance members and community members are invited to join us for coffee on the fourth Friday of the month for an informal meeting with public officials, including local, state or federal leaders. You will get a chance to sit down with the influencers who impact where you work and live.

SPONSORSHIP LEVELS	PRESENTING \$5,000	SUPPORTING \$1,000
Company name included on all promotions and materials, including webpage	✓	✓
Company name or logo on advertisement in media (where available and deadline permitting)	✓	✓
Company name listed in the Alliance Annual Report	✓	✓
Number of Attendees at Business and Politics Networking Program in August	5	2
Opportunity to place promotional materials for all attendees	✓	
Display table at Business and Politics Networking Program in August	✓	
Opportunity to welcome attendees, highlight company with two minutes of "podium time"	✓	

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PROGRAM PROFILE

- Attendees** *Variety of business professionals ranging in industry and expertise*
- Highlights** *Connect with business and nonprofit leaders*
- When** *April*

Network with business leaders, share referrals, and support Waukesha County nonprofit organizations. This annual networking program features 25+ nonprofit organizations at exhibit/display tables, giving attendees the opportunity to mingle and network with the nonprofit community.

SPONSORSHIP LEVELS	PRESENTING \$2,500	GOLD \$1,000	SUPPORTING \$500
Company name included on all promotions and materials, including webpage	✓	✓	✓
Company name or logo on advertisement in media (where available and deadline permitting)	✓	✓	✓
Company name listed in the Alliance Annual Report	✓	✓	✓
Number of Attendees	10	10	5
Display table at program	✓		
Opportunity to welcome attendees, highlight company with two minutes of "podium time"	✓		

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PROGRAM PROFILE

- Attendees** *A variety of professional women looking to make a difference in their organizations as well as their personal and professional lives*
- Audience** *Each session captures 75-100+ attendees*
- Highlights** *Raise your profile among women in the county*
- When** *Six programs a year*

The Professional Women's Development Network encourages each member's individual potential through a supportive environment and a variety of educational programs and resources. The program motivates and encourages women by celebrating the unique contributions that women bring to business.

SPONSORSHIP LEVELS	PRESENTING \$5,000	GOLD \$3,000	SILVER \$2,000
Company name included on all promotions and materials, including webpage	✓	✓	✓
Company name or logo on advertisement in media (where available and deadline permitting)	✓	✓	✓
Company name listed in the Alliance Annual Report	✓	✓	✓
Number of Attendees	4	2	1
Opportunity to place promotional materials for all attendees	✓	✓	
Display table at program	✓		
Opportunity to welcome attendees, highlight company with two minutes of "podium time"	✓		

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PROGRAM PROFILE

- Attendees** *Variety of business professionals ranging in industry and expertise, from companies of 50 employees or fewer*
- Highlights** *Enhance your visibility with the small business community*
- When** *Six programs a year*

Member businesses (50 employees or fewer) meet for networking, referrals and education. Speakers focus on topics tailored to meet the specific needs of small and growing businesses.

SPONSORSHIP LEVELS	PRESENTING \$3,000	SUPPORTING \$1,500
Company name included on all promotions and materials, including webpage	✓	✓
Company name or logo on advertisement in media (where available and deadline permitting)	✓	✓
Company name listed in the Alliance Annual Report	✓	✓
Number of Attendees at each program	2	1
Opportunity to place promotional materials for all attendees	✓	
Opportunity to welcome attendees, highlight company with two minutes of "podium time"	✓	

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PROGRAM PROFILE

- Attendees** 20-and 30-somethings looking to advance their personal and professional development
- Highlights** A variety of programs offered throughout the year including educational and developmental programs
- When** Ten programs a year

This program allows “20-and 30- somethings” to advance professionally, connect to the community, enrich relationships and become the next generation of leaders in Waukesha County. Networking programs, educational luncheons, developmental workshops and community involvement opportunities are designed for up-and-coming professionals to interact and build lasting connections.

SPONSORSHIP LEVELS	PRESENTING \$5,000	GOLD \$3,000	SILVER \$2,000
Company name included on all promotions and materials, including webpage	✓	✓	✓
Company name or logo on advertisement in media (where available and deadline permitting)	✓	✓	✓
Company name listed in the Alliance Annual Report	✓	✓	✓
Number of Attendees	5	3	1
Opportunity to place promotional materials for all attendees	✓	✓	
Display table at each program	✓		
Opportunity to welcome attendees, highlight company with two minutes of “podium time”	✓		

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ALLIANCE CONFERENCE ROOMS

Interested in a different kind of promotional opportunity? Consider sponsoring one of the Alliance’s three conference rooms - naming rights will have Alliance staff and members mentioning your company name thousands of times a year! Hundreds of meetings and events are hosted at the Alliance, and conference rooms are regularly used by our member companies.

SPONSORSHIP OPPORTUNITIES

LARGE CONFERENCE ROOM

\$3,000/year

This conference room is used regularly for Alliance 101, Alliance Board of Directors and Policy Committee meetings, training classes, Public Official One-on-One programs and is frequently reserved by companies.

MEDIUM CONFERENCE ROOM

\$1,500/year

This conference room is used for several regular Alliance committee meetings, networking groups, small training seminars and is frequently reserved by companies.

SMALL CONFERENCE ROOM

\$1,000/year

This conference room is used for member meetings and is frequently reserved by companies.

All conference room sponsorships include the following:

- Company name will be listed on the conference room door
- Company name and logo will be on a sign inside the conference room
- When companies reserve a room, they will be informed their meeting is taking place in the [Company Name] Conference Room
- The [Company Name] Conference Room will be referenced on agendas of meetings held in the conference room
- The [Company Name] Conference Room will be referenced on events and meetings listings held in the conference room on the Alliance website
- The [Company Name] Conference Room will be listed under services offered on the Alliance’s website