

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

Develop

Network

Promote

SPONSORSHIP OPPORTUNITIES

Savor the Flavor 2017



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!**

- Heightened visibility in Waukesha County business community
- Position your company's expertise
- Demonstrate leadership in the market
- Strengthened 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

Savor the Flavor



EVENT PROFILE

Attendees 300+ business and community leaders
Highlights Extend your marketing to local restaurants, vendors and community members
When March

This annual food tasting event, unique to Waukesha County, showcases select restaurants' finest dishes and beverages. Enjoy dinner "by the bite" at this event where more than 300 business leaders and community members sample hors d'oeuvres and socialize in a beautiful setting.



SPONSORSHIP LEVELS	PRESENTING \$5,000	GOLD \$3,000	SILVER \$1,500	SUPPORTING \$750
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 tickets	20	14	10	4
Ad in printed program distributed to all attendees (program size 5" x 7")	Full	Half		
Opportunity to greet guests as they arrive	✓			
Display table at program	✓			
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. However, sponsors at each level must be from non-competing industries.