



WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

Develop

Network

Promote

SPONSORSHIP OPPORTUNITIES

The BIG One Golf Outing 2018



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

- 1/11 Alliance 101
- 1/18 Professional Women's Development Network
- 1/26 One-on-One with Public Officials
- 1/26 Manufacturing Voices**
- 1/30 Young Professionals of Waukesha County

FEBRUARY

- 2/1 AMP!
- 2/7 Art of Networking
- 2/13 SmallBiz Alliance
- 2/15 Alliance 101
- 2/20 Young Professionals of Waukesha County
- 2/23 One-on-One with Public Officials

MARCH

- 3/1 AMP!
- 3/3 Savor the Flavor of Waukesha County**
- 3/6 Alliance 101
- 3/15 Professional Women's Development Network
- 3/20 Young Professionals of Waukesha County
- 3/30 One-on-One with Public Officials
- TBA Health Care Career Fair**

APRIL

- 4/5 AMP!
- 4/10 SmallBiz Alliance
- 4/11 Celebration of Leadership - Graduation**
- 4/17 Alliance 101
- 4/23 Young Professionals of Waukesha County
- 4/25 Emerging Leaders**
- 4/27 One-on-One with Public Officials

MAY

- 5/3 AMP!
- 5/17 Professional Women's Development Network
- 5/22 Alliance 101
- 5/25 One-on-One with Public Officials
- 5/29 Young Professionals of Waukesha County
- TBA Education Policy Program**

JUNE

- 6/6 Art of Networking
- 6/7 AMP!
- 6/12 SmallBiz Alliance
- 6/13 Alliance 101
- 6/19 Young Professionals of Waukesha County
- 6/21 Waukesha County Awards Gala**
- 6/29 One-on-One with Public Officials

JULY

- 7/11 Alliance 101
- 7/19 Professional Women's Development Network
- 7/25 The BIG One Golf Outing**
- 7/27 One-on-One with Public Officials
- 7/31 Young Professionals of Waukesha County

AUGUST

- 8/2 AMP!
- 8/8 Art of Networking
- 8/14 SmallBiz Alliance
- 8/16 Alliance 101
- 8/21 Young Professionals of Waukesha County
- 8/23 Business and Politics Networking**
- 8/31 One-on-One with Public Officials

SEPTEMBER

- 9/6 AMP!
- 9/11 Young Professionals of Waukesha County
- 9/13 100th Annual Meeting**
- 9/18 Alliance 101
- 9/20 Professional Women's Development Network
- 9/28 One-on-One with Public Officials

OCTOBER

- 10/4 AMP!
- 10/9 SmallBiz Alliance
- 10/10 Art of Networking
- 10/16 Young Professionals of Waukesha County
- 10/18 Alliance 101
- 10/26 One-on-One with Public Officials
- TBA M.A.D.E. Career Fair**

NOVEMBER

- 11/1 AMP!
- 11/6 Alliance 101
- 11/13 Young Professionals of Waukesha County
- 11/15 Professional Women's Development Network

DECEMBER

- 12/6 AMP!
- 12/11 SmallBiz Alliance
- 12/13 Key Industries for Wisconsin in 2019 and Beyond**
- 12/19 Alliance 101



EVENT PROFILE

- Attendees** More than 400 participants (golfers, sponsors and volunteers)
- Highlights** Reach a broad base of business professionals in a relaxed atmosphere
- When** July

Whether you are an avid golfer, a business networking golfer or just looking for a day to enjoy the camaraderie of the Waukesha County business community, The BIG One is a day that you don't want to miss! Come represent your company at the largest business outing in the county and enjoy a day of golf, prizes and networking!

	PRESENTING \$5,000	PATIO \$2,500	COCKTAIL RECEPTION \$2,000	GOODY BAG \$2,000	VOLUNTEER \$2,000	EXECUTIVE HOLE \$1,850	HOLE-IN-ONE \$1,850	DRIVING RANGE \$1,750	DINNER \$1,500	GOLF CART \$1,500	LUNCH \$1,500	PUTTING CONTEST \$1,500	REGISTRATION \$1,500	HOLE \$1,250	BLOODY MARY BAR \$750	HOT DOG \$750
The BIG One Golf Outing 2018 Sponsorships																
Company name or logo included with TBO logo on all materials and promotions including webpage, event communications, event program	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company name or logo in 400+ event programs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company name listed in Alliance Annual Report	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Number of golfers included with sponsorship	4	4	4	4	4	4	4	4	2	2	2	2	2	0	0	0
Opportunity to include information in golf carts	✓															
Opportunity to welcome attendees, make brief remarks about your organization at shotgun start and during cocktail hour	✓															
Signage and trade show booth on lower patio		✓														
Signage and trade show booth on upper patio			✓													
Company name or one-color logo on 400+ goody bags given to golfers and volunteers				✓												
Signage and one representative from your company at volunteer check-in table					✓											
Signage and trade show booth at assigned hole	✓					✓	✓							✓		
Signage and trade show booth at driving range								✓								
Signage in dinner area									✓							
Company name or logo on all golf carts										✓						
Company name or logo on 400+ box lunches											✓					
Signage and trade show booth at putting green, run putting contests throughout day												✓				
Signage at golfer registration area, representatives from your company greet golfers and assist at registration													✓			
Company name or logo on electronic bidding homepage and all paper bidding forms, signage at the silent auction area																
Signage and trade show booth to provide Bloody Mary's throughout day (all supplies provided by sponsor)															✓	
Signage and trade show booth to provide hot dogs throughout day (all supplies provided by sponsor)																✓

Presenting sponsorships are limited to companies in non-competing industries. All other sponsorship levels have no limit on maximum number of sponsorships or industries. All booths must be manned by the sponsor company's employees. All sponsorships include breakfast, lunch and dinner for two attendees from each company. Golf carts are included with most sponsorships and will be confirmed with each sponsorship agreement.