



WAUKESHA COUNTY  
**BUSINESS ALLIANCE**

Advocate

Develop

Network

Promote

# SPONSORSHIP OPPORTUNITIES

## 2018 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

- 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!
- 2/13 SmallBiz Alliance
- 2/14 Art of Networking
- 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
- 3/23 Health Care Career Fair**
- 3/23 One-on-One with Public Officials

## APRIL

- 4/5 AMP!
- 4/10 SmallBiz Alliance
- 4/11 Celebration of Leadership - Graduation**
- 4/18 Art of Networking
- 4/19 Alliance 101
- 4/23 Young Professionals of Waukesha County
- 4/25 Emerging Leaders**
- 4/27 One-on-One with Public Officials

## MAY

- 5/1 Education Policy Program**
- 5/3 AMP!
- 5/17 Professional Women's Development Network
- 5/25 One-on-One with Public Officials
- 5/29 Young Professionals of Waukesha County
- 5/30 Alliance 101

## 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

- 7/10 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

- 12/5 Art of Networking
- 12/6 AMP!
- 12/11 SmallBiz Alliance
- 12/13 Key Industries for Wisconsin in 2019 and Beyond**
- 12/20 Alliance 101



The Alliance is celebrating its 100th anniversary in 2018. Waukesha County has a long history of a strong business climate that contributes to Waukesha County being a great place to live, work and play. Gain visibility for your company and help the Alliance celebrate 100 years of business.



## ANNUAL MEETING

### PROGRAM PROFILE

**Attendees** 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 and Waukesha County Advocate of the Year awards 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 \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
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	20	10	10	5
Opportunity to place promotional materials for all attendees	✓	✓	✓	
Ad in printed program distributed to all attendees (program size 5" x 7")	Full	Half		
Display table at program	✓	✓		
Opportunity to welcome attendees, highlight company with two minutes of "podium time"	✓			

### 100th ANNIVERSARY CAMPAIGN SPONSORS

SPONSORSHIP LEVELS	BILLBOARD \$5,000	RADIO \$5,000	PRINT \$5,000	SOCIAL MEDIA \$2,500
Company name listed in the Alliance Annual Report	✓	✓	✓	✓
Number of Attendees at 2018 Annual Meeting	10	10	10	5
Company name or logo on billboards (where available and deadline permitting)	✓			
Company name mentioned in radio spots (where available and deadline permitting)		✓		
Company name printed on back of promotional pieces (where available and deadline permitting)			✓	
Company name mentioned on social media (where available and deadline permitting)				✓

# THE MANY FUTURES IN HEALTH CARE CAREER EXPO

## PROGRAM PROFILE

**Attendees** 500+ students  
**Highlights** Help raise the awareness of the variety of fulfilling career opportunities found within the health care industry.  
**When** March 23, 2018



The Many Futures in Health Care Career Expo is an interactive career expo for Waukesha County students, grades 9-12, to explore the different career pathway opportunities available in the health care industry. Some areas of focus are patient care, business administration, behavioral health, operations, marketing, dental and more.

SPONSORSHIP LEVELS	PRESENTING \$1,000
Company name included on all promotions and materials	✓
Opportunity to welcome companies and students during career fair	✓
Company name listed in the Alliance Annual Report	✓
Ad in printed program distributed to all companies and students (program size 5" x 7")	Full
Opportunity to place promotional materials in bags for all students	✓

# M.A.D.E. CAREER FAIR

## PROGRAM PROFILE

**Attendees** 800+ students  
**Highlights** Help raise the awareness of the variety of fulfilling career opportunities found within these industries for the students of Waukesha County.  
**When** October 2018



The M.A.D.E. Career Fair is an interactive career expo for Waukesha County students, grades 9-12, to explore career pathway opportunities in the manufacturing, automotive, design, engineering and construction/ skilled trades industries.

SPONSORSHIP LEVELS	PRESENTING \$1,000
Company name included on all promotions and materials	✓
Opportunity to welcome companies and students during career fair	✓
Company name listed in the Alliance Annual Report	✓
Ad in printed program distributed to all companies and students (program size 5" x 7")	Full
Opportunity to place promotional materials in bags for all students	✓



AND



## PROGRAM PROFILE

- Attendees** 400+ business professionals per year who are new to the Alliance, with a new member company or are considering Alliance membership
- Highlights** Reach a captivated audience of business leaders who are looking to engage with the Alliance and broaden their networks
- When** Alliance 101: 12 programs a year; Art of Networking: four programs a year

Alliance 101: This informal workshop is designed for veteran members, new member representatives, prospective members and anyone else looking to maximize their membership with the Alliance. Alliance 101 will walk you through the four pillars and allow you to network with other attendees.

The Art of Networking: Networking. It's one of those buzz words you hear a lot. But it's more than just exchanging business cards; it's an art that requires time, effort and strategy. Attend this free workshop with Mervyn Byrd, vice president of sales & leadership development for the Alliance (and networking guru), to understand the art of networking and build your toolbox.

<b>SPONSORSHIP LEVELS</b> (Includes both Alliance 101 and Art of Networking)	<b>PRESENTING</b> \$5,000	<b>GOLD</b> \$3,000	<b>SILVER</b> \$1,500
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 companies in non-competing industries. All other sponsorship levels have no limits on sponsorships.



## PROGRAM PROFILE

- Attendees** 75-100+ business professionals ranging in industry and expertise
- 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 at AMP! (Alliance Morning Program). Each breakfast features an expert speaker on a topic vital to growing your business, as well as an opportunity for you to gain new business relationships with other professionals. This program is for any business person looking to AMPLify their talents and knowledge!

<b>SPONSORSHIP LEVELS</b>	<b>PRESENTING</b> \$6,000	<b>GOLD</b> \$4,000	<b>SILVER</b> \$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"	✓		

Presenting sponsorships are limited to companies in non-competing industries. All other sponsorship levels have no limits on sponsorships.



## PROGRAM PROFILE

- Attendees** 200 education and business leaders looking to strengthen connections between businesses and educational institutions
- Highlights** Support business-education partnerships in Waukesha County
- When** May 1, 2018



How do we expand and replicate successful business-education partnerships around Waukesha County? Bridging the Gap for Waukesha County will share best practices of successful partnerships, along with strategies for replicating and building on successful models already in place around the county. Join business and education leaders from throughout Waukesha County for an informative session on building the future workforce through better connections between businesses and educational institutions.

SPONSORSHIP LEVELS	PRESENTING \$5,000	GOLD \$3,000	SILVER \$2,000
Company name included on all promotions and materials, including webpage	✓	✓	✓
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"	✓		

Presenting sponsorships are limited to companies in non-competing industries. All other sponsorship levels have no limits on sponsorships.



## PROGRAM PROFILE

- Attendees** 450 business leaders interested in what's coming next for Wisconsin's economy
- Highlights** Showcase your company as a thought leader and supporter of Wisconsin's economy
- When** December 13, 2018



This annual program, in partnership with First Business, features a panel of industry-leading experts and a keynote speaker for a program on the key industries for Wisconsin in 2019 and beyond. The panel include experts representing industries such as manufacturing, construction, information technology, health care and more.

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"	✓		

Presenting sponsorships are limited to companies in non-competing industries. All other sponsorship levels have no limits on sponsorships.



## PROGRAM PROFILE

- Attendees** 40 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.

<b>SPONSORSHIP LEVELS</b>	<b>PRESENTING</b> \$7,500	<b>GOLD</b> \$5,000	<b>SILVER</b> \$3,000
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	✓	✓	✓
Opportunity to place promotional materials for all attendees at graduation	✓	✓	✓
Additional attendees at graduation program	5	2	2
One class participant	✓	✓	
Tuition paid for a participant from a non-profit organization	✓		✓
Ad in printed program distributed to all attendees at graduation (program size 5" x 7")	Full	Half	
Opportunity to welcome participants, highlight company at orientation with 2 minutes of "podium time"	✓	✓	
Opportunity to welcome participants, highlight company at graduation with 2 minutes of "podium time"	✓		
Opportunity to host one class session at your facility (must be able to accommodate a group of 45)	✓		

Presenting sponsorships are limited to companies in non-competing industries. All other sponsorship levels have no limits on sponsorships.



## PROGRAM PROFILE

- Attendees** 400 business professionals  
**Highlights** Engage in discussion and learn about today's manufacturing world  
**When** January 26, 2018

This annual program brings together manufacturers and business people to engage in dialogue about issues pertinent to manufacturing. A panel of manufacturing executives discuss the challenges and successes their companies have experienced, giving attendees an opportunity to hear from some of our county's leading manufacturing executives.

<b>SPONSORSHIP LEVELS</b>	<b>PRESENTING</b> \$5,000	<b>GOLD</b> \$3,000	<b>SILVER</b> \$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"	✓		

Presenting sponsorships are limited to companies in non-competing industries. All other sponsorship levels have no limits on sponsorships.



## PROGRAM PROFILE

- Attendees** 40+ 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 and for an informal meeting with public officials, including local, state or federal leaders. Attendees get a chance to sit down with a government official who impacts where we all work and live.

<b>SPONSORSHIP LEVELS</b>	<b>PRESENTING</b> \$5,000	<b>GOLD</b> \$3,000	<b>SILVER</b> \$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 at Business and Politics Networking Program in August	5	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"	✓		

Presenting sponsorships are limited to companies in non-competing industries. All other sponsorship levels have no limits on sponsorships.



## PROGRAM PROFILE

- Attendees** 100+ professional women looking to make a difference in their organizations as well as their personal and professional lives
- 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 and motivational programs. The network motivates and encourages women by celebrating the unique contributions that women bring to business.

<b>SPONSORSHIP LEVELS</b>	<b>PRESENTING</b> \$5,000	<b>GOLD</b> \$3,000	<b>SILVER</b> \$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"	✓		

Presenting sponsorships are limited to companies in non-competing industries. All other sponsorship levels have no limits on sponsorships.





## PROGRAM PROFILE

- Attendees** 40+ 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

Companies with 50 employees or fewer meet with other small businesses for networking, referrals and education. They have discussions about best practices and listen to a speaker focused on topics tailored to meet the specific needs of small and growing businesses.

SPONSORSHIP LEVELS	PRESENTING \$3,000	GOLD \$1,500	SILVER \$750
Company name included on all promotions and materials, including webpage	✓	✓	✓
Company name listed in the Alliance Annual Report	✓	✓	✓
Number of Attendees at each program	3	2	1
Company name or logo on advertisement in media (where available and deadline permitting)	✓	✓	
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 companies in non-competing industries. All other sponsorship levels have no limits on sponsorships.

## WAUKESHA COUNTY AWARDS GALA

## PROGRAM PROFILE

- Attendees** 350 business professionals from the top organizations in the county to be honored in 2018
- Highlights** Show your support for the top-performing companies in Waukesha County in 2018
- When** June 21, 2018



This awards program will honor the top-performing businesses and nonprofits who have a significant presence in Waukesha County. Stay tuned for more details in December 2017!

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"	✓		

Presenting sponsorships are limited to companies in non-competing industries. All other sponsorship levels have no limits on sponsorships.



# OF WAUKESHA COUNTY youngprofessionals

Young professionals in Waukesha County will get to know each other, access professional development opportunities and build lasting connections with each other and the community. They are the next generation of leaders in Waukesha County—this group allows them to build their network now to enrich their career and personal lives for years to come.

## YPWEEK

Along with other counties in Wisconsin, our YP group participates in NEWaukee's annual YPWeek. YPWeek is a week-long, state-wide initiative to bring attention to YPs in the workplace and the issues that matter to them. Our YP group offers multiple programs in partnership with others in Waukesha County during this week to bring YPs together and build lasting connections with each other and the community.

## PROFESSIONAL DEVELOPMENT PROGRAMS

Our YP group meets four times a year to develop their professional skills to move forward in their careers.

## GET TO KNOW YOUR COUNTY NETWORKING PROGRAMS

Our YP Committee brings the YP group together for a free, casual networking program every other month at different locations around Waukesha County.

Subscribe to a monthly YP newsletter containing relevant professional development articles, recognition of local YPs, available volunteer opportunities, upcoming programs, etc.

## LEADERSHIP WORKSHOPS

Our YP group offers leadership workshops twice a year to develop leadership skills and pursue personal and professional growth.

## EXECUTIVE CHAT SERIES

YP's can chat with local business leaders to learn how they rose to the top and what helped them get there. They will get advice from Waukesha County's C-suite executives on how they can achieve the results they want in their careers.

## EMERGING LEADERS OF WAUKESHA COUNTY AWARDS PROGRAM

This annual awards program honors YPs who live or work in Waukesha County and who are creating and inspiring a better vision for the future. We celebrate the strides the award recipients are taking to further themselves personally and professionally by showing initiative, determination and commitment.

Participation in the Young Professionals of Waukesha County group is offered to YPs at no additional cost when their company is a member of the Alliance.

SPONSORSHIP LEVELS	PRESENTING \$5,000	GOLD \$3,000	SILVER \$2,000
Company name included on all promotions and materials, including webpage & newsletter	✓	✓	✓
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 monthly programs	5	3	1
Number of Attendees at Emerging Leaders of Waukesha County awards program	10	10	5
Ad in printed program for Emerging Leaders 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"	✓		

Presenting sponsorships are limited to companies in non-competing industries. All other sponsorship levels have no limits on sponsorships.

# ALLIANCE CONFERENCE ROOM NAMING RIGHTS

Interested in a different kind of promotional opportunity? Consider sponsoring one of the Alliance's four 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

*\$5,000/year*

This conference room is used regularly for Alliance 101, Art of Networking, Alliance and Waukesha County Center for Growth Board of Directors and Alliance Policy Committee meetings, training classes and is frequently reserved by companies.

### MEDIUM CONFERENCE ROOM

*\$2,000/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