

# WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

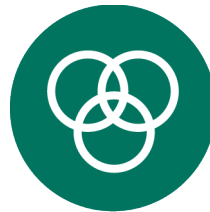
Develop

Network

Promote

# SPONSORSHIP OPPORTUNITIES

## Savor the Flavor 2019



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

- 1/15 Alliance 101
- 1/17 Professional Women's Development Network
- 1/22 Young Professionals of Waukesha County
- 1/31 One-on-One with Public Officials
- TBA Economic development program**

## FEBRUARY

- 2/1 **Manufacturing Voices**
- 2/7 AMP!
- 2/12 SmallBiz Alliance
- 2/13 Art of Networking
- 2/21 Alliance 101
- 2/28 One-on-One with Public Officials

## MARCH

- 3/12 **Many Futures in Health Care Career Expo**
- 3/16 **Savor the Flavor of Waukesha County**
- 3/19 Alliance 101
- 3/21 Professional Women's Development Network
- 3/26 Young Professionals of Waukesha County
- 3/28 One-on-One with Public Officials

## APRIL

- 4/4 AMP!
- 4/9 SmallBiz Alliance
- 4/10 Art of Networking
- 4/17 **Celebration of Leadership - Graduation**
- 4/18 Alliance 101
- 4/23 Young Professionals of Waukesha County
- 4/24 **Emerging Leaders**
- 4/25 One-on-One with Public Officials

## MAY

- 5/2 **Bridging the Gap for Waukesha County**
- 5/16 Professional Women's Development Network
- 5/21 Alliance 101
- 5/30 One-on-One with Public Officials

## JUNE

- 6/6 AMP!
- 6/11 SmallBiz Alliance
- 6/13 **Waukesha County Awards Gala**
- 6/19 Art of Networking
- 6/20 Alliance 101
- 6/25 Young Professionals of Waukesha County
- 6/27 One-on-One with Public Officials

## JULY

- 7/16 Alliance 101
- 7/18 Professional Women's Development Network
- 7/24 **The BIG One Golf Outing**
- 7/25 One-on-One with Public Officials

## AUGUST

- 8/1 AMP!
- 8/13 SmallBiz Alliance
- 8/14 Art of Networking
- 8/15 Alliance 101
- 8/27 Young Professionals of Waukesha County
- 8/29 One-on-One with Public Officials
- TBA Business and Politics Networking**

## SEPTEMBER

- 9/17 Alliance 101
- 9/19 Professional Women's Development Network
- 9/26 One-on-One with Public Officials
- TBA 101st Annual Meeting**

## OCTOBER

- 10/3 AMP!
- 10/8 SmallBiz Alliance
- 10/9 Art of Networking
- 10/17 Alliance 101
- 10/22 Young Professionals of Waukesha County
- 10/31 One-on-One with Public Officials
- TBA M.A.D.E. Career Fair**

## NOVEMBER

- 11/19 Alliance 101
- 11/21 Professional Women's Development Network

## DECEMBER

- 12/5 AMP!
- 12/10 SmallBiz Alliance
- 12/12 **Key Industries for Wisconsin in 2020 and Beyond**
- 12/18 Art of Networking
- 12/19 Alliance 101



## EVENT PROFILE

**Attendees** 350+ business and community leaders  
**Highlights** Extend your marketing to local restaurants, vendors and community members  
**When** March 16, 2019

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 350 business leaders and community members sample hors d'oeuvres and socialize in a beautiful setting.



<b>SPONSORSHIP LEVELS</b>	<b>PRESENTING</b> \$5,000	<b>GOLD</b> \$3,000	<b>SILVER</b> \$1,500	<b>BRONZE</b> \$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 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.