

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

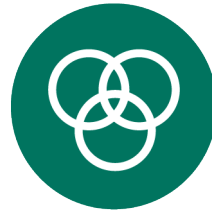
Develop

Network

Promote

SPONSORSHIP OPPORTUNITIES

2019 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
- 42% 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

FEBRUARY

- 2/1 **Manufacturing Voices**
- 2/7 AMP!
- 2/12 SmallBiz Alliance
- 2/13 **State and Federal Policy Briefing**
- 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

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 12, 2019

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	✓
Company name listed in the Alliance Annual Report	✓
Display table at career expo	✓
Opportunity to place promotional materials in bags for all students	✓

M.A.D.E. CAREER FAIR

PROGRAM PROFILE

Attendees 1,000+ 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 2019

The M.A.D.E. Career Fair is an interactive career expo for Waukesha County students, grades 5-10, to explore career pathway opportunities in the manufacturing, automotive, design and engineering industries.

SPONSORSHIP LEVELS	PRESENTING \$1,000
Company name included on all promotions and materials	✓
Company name listed in the Alliance Annual Report	✓
Two display tables at career expo	✓
Opportunity to place promotional materials in bags for all students	✓

ALLIANCE 101

AND

Art of NETWORKING

PROGRAM PROFILE

- Attendees** 500+ 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: six programs a year

Alliance 101: This workshop is designed for veteran members, new members, 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.

SPONSORSHIP LEVELS (Includes both Alliance 101 and Art of Networking)	PRESENTING \$5,000	GOLD \$3,000	SILVER \$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.

AMP!

PROGRAM PROFILE

- Attendees** 100+ business professionals ranging in industry and expertise
- Highlights** Enhance your knowledge and connections with the Alliance community
- When** Six programs a year

Start your morning at Waukesha County's leading business development and networking program. Meet area business professionals and listen to a high-caliber keynote speaker address relevant business issues.

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	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.

ANNUAL MEETING

PROGRAM PROFILE

Attendees 400-500 business professionals
Highlights Celebrate the business community's successes with other Alliance members
When September 2019

The annual meeting celebrates the successes of the business community, honors the recipient of the Don Richards Leadership 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 (full size 5.5" x 8.5")	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 300+ education and business leaders looking to strengthen connections between businesses and educational institutions
Highlights Support business-education partnerships in Waukesha County
When May 2, 2019

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 (full size 5.5" x 8.5")	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** 350+ 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 2019

This annual program, in partnership with Founding Sponsor 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 (full size 5.5" x 8.5")	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, September through May

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	GOLD \$5,000	SILVER \$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 (full size 5.5" x 8.5")	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 February 1, 2019

This annual program brings together manufacturers and business professionals 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.

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 (full size 5.5" x 8.5")	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 30+ 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 One-on-One: Fourth Thursday of the month, January through October; Business & Politics: August 2019

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.

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 at Business and Politics Networking Program in August	5	3	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.

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	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** 40+ business owners and executives from companies of 100 employees or fewer
- Highlights** Enhance your visibility with the small business community
- When** Six programs a year, presented both live and via recorded video after each program

SmallBiz Alliance programs consist of a presentation on a topic important to running a business. Attendees receive personal attention to help their businesses get to the next level. After the presentation, business owners engage in a roundtable discussion, learn best practices and participate in workshop activities.

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
Opportunity to submit content for the SmallBiz Alliance monthly digital newsletter	✓	✓	✓
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.



PROGRAM PROFILE

- Attendees** 350+ business professionals from the top organizations in the county to be honored in 2019
- Highlights** Show your support for the top-performing companies in Waukesha County in 2019
- When** June 13, 2019

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 (full size 5.5" x 8.5")	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.



AND



PROGRAM PROFILE

- Attendees** 40+ young professionals in Waukesha County per YP program; 100+ business professionals at Emerging Leaders
- Highlights** Show your company's support for Waukesha County's up-and-coming leaders
- When** YP: Six professional development programs & six networking programs; Emerging Leaders: April 2019

Young Professionals of Waukesha County: YPs 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.

Emerging Leaders of Waukesha County: This annual awards program honors young professionals who live or work in Waukesha County and who are creating and inspiring a better vision for the future. Tomorrow's leaders are taking the right steps today by building a dynamic and meaningful path that will continue to have a positive impact on the community.

SPONSORSHIP LEVELS (Includes both Young Professionals of Waukesha County and Emerging Leaders)	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	2
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 (full size 5.5" x 8.5")	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.