

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

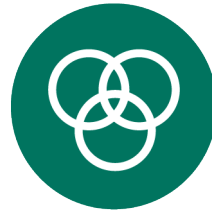
Develop

Network

Promote

SPONSORSHIP OPPORTUNITIES

2020 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

CALENDAR OF EVENTS AND PROGRAMS

JANUARY

- 1/14 SmallBiz Alliance
- 1/15 Art of Networking
- 1/16 Professional Women's Development Network
- 1/21 Young Professionals of Waukesha County
- 1/22 Alliance 101
- 1/30 One-on-One with Public Officials

FEBRUARY

- 2/6 AMP!
- 2/7 **Manufacturing Voices**
- 2/20 Alliance 101
- 2/27 One-on-One with Public Officials

MARCH

- 3/7 **Savor the Flavor of Waukesha County**
- 3/10 **Discovering Health Care Expo**
- 3/10 SmallBiz Alliance
- 3/17 Alliance 101
- 3/17 Young Professionals of Waukesha County
- 3/18 Art of Networking
- 3/19 Professional Women's Development Network
- 3/26 One-on-One with Public Officials

APRIL

- 4/2 AMP!
- 4/14 Alliance 101
- 4/21 Young Professionals of Waukesha County
- 4/22 **Emerging Leaders**
- 4/23 One-on-One with Public Officials

MAY

- 5/6 **Celebration of Leadership Graduation**
- 5/7 **Bridging the Gap for Waukesha County**
- 5/12 SmallBiz Alliance
- 5/13 Art of Networking
- 5/19 Alliance 101
- 5/21 Professional Women's Development Network
- 5/28 One-on-One with Public Officials

JUNE

- 6/4 AMP!
- 6/11 **Waukesha County Awards Gala**
- 6/16 Young Professionals of Waukesha County
- 6/18 Alliance 101
- 6/25 One-on-One with Public Officials

JULY

- 7/8 Art of Networking
- 7/14 SmallBiz Alliance
- 7/16 Alliance 101
- 7/16 Professional Women's Development Network
- 7/22 **The BIG One Golf Outing**
- 7/30 One-on-One with Public Officials

AUGUST

- 8/6 AMP!
- 8/18 Young Professionals of Waukesha County
- 8/20 Alliance 101
- 8/27 One-on-One with Public Officials
- TBA **Business and Politics Networking**

SEPTEMBER

- 9/8 SmallBiz Alliance
- 9/15 Alliance 101
- 9/16 Art of Networking
- 9/17 Professional Women's Development Network
- 9/24 One-on-One with Public Officials
- TBA **102nd Annual Meeting**

OCTOBER

- 10/1 AMP!
- 10/15 Alliance 101
- 10/20 Young Professionals of Waukesha County
- 10/29 One-on-One with Public Officials
- TBA **Manufacturing the Future Expo**

NOVEMBER

- 11/10 SmallBiz Alliance
- 11/11 Art of Networking
- 11/17 Alliance 101
- 11/19 Professional Women's Development Network

DECEMBER

- 12/3 AMP!
- 12/17 Alliance 101
- TBA **Key Industries for Wisconsin in 2021 and Beyond**

DISCOVERING HEALTH CARE EXPO

PROGRAM PROFILE

Attendees 700+ students
Highlights Help raise the awareness of the variety of fulfilling career opportunities found within the health care industry.
When March 10, 2020

The Discovering Health Care Expo is an interactive career expo for middle and high school students in Waukesha County 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 | ✓ |
| Display table at career expo | ✓ |
| Opportunity to place promotional materials in bags for all students | ✓ |

MANUFACTURING THE FUTURE EXPO

PROGRAM PROFILE

Attendees 1,200+ 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 2020

The Manufacturing the Future Expo is an interactive career expo for middle and high school students in Waukesha County to explore career pathway opportunities in the manufacturing industry.

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



AND



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 captivate 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 monthly workshop is designed for anyone who wants to maximize his or her membership with the Alliance. Alliance 101 will walk you through the wide variety of opportunities available with the Alliance. This informal session is a great opportunity to learn more and ask questions!

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 workshop with Mervyn Byrd, senior 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 | ✓ | ✓ | ✓ |
| 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** 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) | ✓ | ✓ | ✓ |
| Number of attendees at each program | 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" | ✓ | | |

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ANNUAL MEETING

PROGRAM PROFILE

Attendees 400-500 business professionals
Highlights Celebrate the business community's successes with other Alliance members
When September 2020

As the Waukesha County Business Alliance wraps up its 102nd year in September 2020, join business leaders to celebrate the accomplishments of the business community over the past year and discuss the trends facing businesses in southeast Wisconsin in the future.

| 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) | ✓ | ✓ | ✓ |
| Number of attendees at program | 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 minute video | ✓ | | |

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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 7, 2020

How do we expand and replicate successful business-education partnerships around Waukesha County? How are students being exposed to career opportunities in middle school, high school and beyond? Bridging the Gap for Waukesha County will share best practices of successful partnerships and discuss district-wide academic and career planning efforts. 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 | ✓ | ✓ | ✓ |
| Number of attendees at program | 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 minute video | ✓ | | |

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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 2020

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 2021 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) | ✓ | ✓ | ✓ |
| Number of attendees at program | 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 minute video | ✓ | | |

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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) | ✓ | ✓ | ✓ |
| Opportunity to place promotional materials for all attendees at graduation | ✓ | ✓ | ✓ |
| Number of attendees at graduation ceremony in May | 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) | ✓ | | |

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PROGRAM PROFILE

Attendees 400+ business professionals
Highlights Engage in discussion and learn about today's manufacturing world
When February 7, 2020

This annual program brings manufacturers together to hear from industry leaders on issues pertinent to running a thriving manufacturing company, such as the need to reinvent your business for long-term success, effectively transitioning to the next generation of leadership, enhancing corporate culture for talent attraction and retention and the challenges and opportunities of Industry 4.0. Come 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) | ✓ | ✓ | ✓ |
| Number of attendees at program | 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 minute video | ✓ | | |

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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 2020

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) | ✓ | ✓ | ✓ |
| Number of attendees at each One-on-One with Public Officials program | 3 | 2 | 1 |
| 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" | ✓ | | |

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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) | ✓ | ✓ | ✓ |
| Number of attendees at each program | 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" | ✓ | | |

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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

Our SmallBiz Alliance programs occur on an invite-only basis for small business owners and executives. The programs include a presentation on a topic important to running a small business, and attendees receive personal attention to help their businesses get to the next level. After the presentation, attendees engage in roundtable discussions with others at the table, 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 | ✓ | ✓ | ✓ |
| 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" | ✓ | | |

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PROGRAM PROFILE

Attendees 350+ business professionals from the top organizations in the county to be honored in 2020

Highlights Show your support for the top-performing companies in Waukesha County in 2019

When June 2020

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 2019!

| 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) | ✓ | ✓ | ✓ |
| Number of attendees at program | 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" | ✓ | | |

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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 2020

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. This group is intended for those who are in their 20's and 30's and are early in their careers, still mapping out their career goals and looking to build their professional communities.

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) | ✓ | ✓ | ✓ |
| 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" | ✓ | | |

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