

WAUKESHA COUNTY BUSINESS ALLIANCE

ADVOCATE

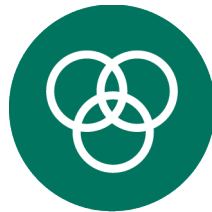
DEVELOP

ENGAGE

GROW

SPONSORSHIP & MARKETING OPPORTUNITIES

2024



Building Connections.
Strengthening Business.
YOUR County Chamber

WAUKESHA COUNTY BUSINESS ALLIANCE

ADVOCATE DEVELOP ENGAGE GROW

We are proud to have over
1,200 member companies
representing **75,000+**
employees across Waukesha
County and our region.

MISSION

To drive economic growth in
Waukesha County.

VISION

To make Waukesha County the best
place to do business.

Our diverse membership
represents everything from
sole proprietorships to some
of the largest employers in
the region from a variety of
industries.



ADVOCATE

on behalf of the
business community.



DEVELOP

your organization
and your employees.



ENGAGE

and build strong
business relationships.



GROW

your business.

INVEST IN THE ALLIANCE

The Alliance's sponsorship and marketing opportunities allow members to invest in the mission of the Alliance and expand their reach throughout the region to create opportunities for growth. **Support the business community and reach your potential through the power of the Alliance!**

- Support the Alliance's efforts to strengthen the business community
- Heighten your company's visibility in Waukesha County
- Position your company's expertise
- Demonstrate leadership in the market
- Strengthen company image through promotions, recognition and one-on-one connections



ADVOCACY & PUBLIC POLICY

Investment in the Alliance’s advocacy and public policy efforts helps support a strong voice for business in Waukesha County. It is critical for the business community to collectively weigh in on the economic and business impact when public policy decisions are made. The Alliance is committed to providing a clear and persuasive voice for the business community and advocating for local, state and federal policies that support business growth and allow Wisconsin to remain competitive. We advocate on behalf of businesses, large and small, to ensure a growing, vibrant business community and we keep members informed about important issues that impact the region’s business climate. As a nonpartisan organization, the Alliance’s policy team actively monitors key issues at all levels of government and is registered to lobby in Wisconsin to represent one thing – the voice of business. Supporting the Alliance’s advocacy efforts helps raise the profile of your organization and strengthens the Alliance’s voice in Waukesha County and beyond. Specifically, this investment includes support of the Alliance’s annual and recurring policy programs, the Alliance’s Policy Board and three Policy Committees, and Alliance/member advocacy efforts in Madison.

INVESTMENT LEVELS	PRESENTING* \$15,500	GOLD \$10,500	SILVER \$5,500	BRONZE \$3,000
Recognition as a sponsor at recurring policy programs**	✓	✓	✓	✓
Recognition as a sponsor at the Alliance’s annual Advocacy & Public Policy programs (i.e., Key Industries)	✓	✓	✓	✓
Attendee registration at the Alliance’s annual Advocacy & Public Policy programs (i.e., Key Industries)	10	5	2	
Attendee registration at One-on-One With Public Officials (per program)	5	3	2	
Individual concierge-level advocacy assistance to your organization	✓	✓		
Speaking time at annual and monthly policy programs	✓			
Logo included on Alliance’s annual Policy Agenda	✓			

*Presenting level sponsorships are available to companies in non-competing industries.

** Traditional policy program includes One-on-One With Public Officials.



SPONSORSHIP

TALENT

Workforce remains the number one issue facing Waukesha County and our state. The Alliance is focused on three key tenets that make up a strong workforce development strategy: 1) developing our future workforce through partnerships with educational institutions; 2) attracting new talent to our area; and 3) retaining and skilling up our existing workforce. Your talent investment allows us to continue building and expanding discussions, programming and tactics to support these three tenets. Examples of this work include our business education programs such as Schools2Skills™ and expos, as well as our work surrounding diversity, equity, inclusion and belonging. Sponsorship of our talent efforts also supports the Alliance's premier professional development program, Leadership Waukesha County, which provides the tools, processes and inspiration necessary to develop and enhance leadership skills that empower participants to assume effective leadership roles.

INVESTMENT LEVELS	PRESENTING* \$18,000	GOLD \$13,000	SILVER \$8,500	BRONZE \$5,500
Company name included on all promotions materials for business education programming, including expos, tours and connection programs	✓	✓	✓	✓
Company name included on all promotions materials and webpage for Leadership Waukesha County and Young Professionals of Waukesha County	✓	✓	✓	✓
Recognition as sponsor at Young Professionals of Waukesha County programs	✓	✓	✓	✓
Attendee registration (per program) at Young Professionals of Waukesha County	5	3	2	1
Participants in Leadership Waukesha County**	4	3	2	1
Opportunity to speak at Leadership Waukesha County Orientation (Spring & Fall)	✓			
Involvement on the Alliance's Emerging Leaders award committee	✓			
Opportunity to supply students and educators with company materials and items at business education programming, including expos, tours and connection programs	✓			

*Presenting level sponsorships are available to companies in non-competing industries.

**Participation in 2024 spring or fall LWC sessions.



BUSINESS GROWTH & ENGAGEMENT

Invest in the Alliance's Business Growth & Engagement (BG&E) efforts, which are built around 1) fostering strong business relationships, 2) developing professionals and 3) helping CEOs grow their business to strengthen the local economy. Investment in BG&E supports each of the four pillars that drive our mission of making Waukesha County the best place to do business. Some offerings are tailored to specific audiences such as women in the workforce or small business owners, while others serve a broad-based business audience. Your support of BG&E allows the Alliance to drive business growth in Waukesha County, and gives you an opportunity to increase awareness of your organization, build new connections to expand your network, and grow your business. Your support also contributes to our CEO Roundtables.

INVESTMENT LEVELS	PRESENTING* \$15,500	GOLD \$10,500	SILVER \$8,000	BRONZE \$5,500
Company name included on all promotions and materials, including webpage and program emails	✓	✓	✓	✓
Company name or logo included on opening slides at all programs	✓	✓	✓	✓
Company name included in follow-up emails after all programs	✓	✓	✓	✓
Attendee registration (per program) at the Alliance's 2024 Business Growth & Engagement programs**	10	5	3	2
Involvement on the Alliance's Waukesha County Business of the Year awards committee	✓			
Opportunity to welcome attendees at each of the Alliance's Business Growth & Engagement programs in 2023**	✓			

*Presenting level sponsorships are available to companies in non-competing industries.

**Traditional BG&E programs include: Business Growth & Engagement Speaker Series and Professional Women's Development Network



SPONSORSHIP



PROGRAM PROFILE

Attendees
Highlights
When

Hundreds of business professionals
Celebrate the business community's successes with other Alliance members
September 12, 2024 at the Brookfield Conference Center

As the Waukesha County Business Alliance marks its 106th year, join business leaders from across the region to celebrate the accomplishments of the business community and celebrate our annual award winners. The Annual Meeting plays an especially important role in financially contributing to the success of our organization. The mission of the Alliance comes to life from the dollars raised by this event.

INVESTMENT LEVELS	PRESENTING* \$8,000	GOLD \$6,000	SILVER \$4,000	BRONZE \$1,500
Company name included on all promotions and materials, including webpage	✓	✓	✓	✓
Number of attendees	10	10	5	2
Ad in printed program distributed to all attendees (full size 5.5" x 8.5")	Full	Half	Listing	
Company logo displayed throughout the program	✓	✓		
Opportunity to have promotional video played during program	✓			

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



SPONSORSHIP



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 31, 2024 at Ironwood Golf Course

Spending a day away from the office means business when you attend the largest business golf outing in the county! The BIG One brings together people of all golfing abilities for 18 holes and networking with the business community of Waukesha County. As the Alliance's largest annual fundraiser, sponsorship of the outing allows you to reach potential customers and support Alliance programming, which strengthens our local economy.

\$7,500 | Presenting Sponsor

Includes 8 golfers and company information on carts, in brief remarks at the shotgun start, and on signage. Also includes a tradeshow booth, breakfast, lunch, dinner and drink tickets for golfers and sponsor attendees. Company name or logo includes on all promotions - website, scorecards, bag tags, etc.

\$2,750 | Gold Sponsor

Hole: Includes 4 golfers, signage and a tradeshow booth. Also includes breakfast, lunch, dinner and drink tickets for golfers and sponsor attendees.

Putting Contest: Includes 4 golfers, signage throughout day and a tradeshow booth during cocktail hour. Also includes breakfast, lunch, dinner and drink tickets for golfers and sponsor attendees.

Food: Includes 4 golfers, signage throughout day and a tradeshow booth during cocktail hour. Also includes breakfast, lunch, dinner and drink tickets for golfers and sponsor attendees.

\$2,000 | Silver Sponsor

Includes 4 golfers and signage throughout the day. Also includes breakfast, lunch, dinner and drink tickets for golfers.

\$1,200 | Bronze Sponsor

Includes logo/brand exposure with other supporting sponsors. Also includes the opportunity for four representatives to attend cocktail hour at the end of the event.



SPONSORSHIP



The Manufacturing Alliance of Southeast Wisconsin serves as a platform for manufacturers to share ideas, encourage innovation, work together to transform the image of manufacturing and target new talent. The Manufacturing Alliance was formed in 2010 in response to the critical needs of our manufacturers, who account for 20 percent of industry — or 1 in 5 jobs — in Waukesha County.

2024 PARTNER INVESTMENT	PARTNER* \$12,550
Company name or logo included on all Manufacturing Alliance programs, agendas, webpage, and email newsletters	✓
Opportunity to participate in all Manufacturing Alliance meetings and programs	✓
Opportunity to present annually at the Manufacturing Executive Council	✓
Company name or logo included on all manufacturing programs	✓
Presenting Sponsor of Manufacturing Voices	✓
Company name or logo included on all promotions and materials for Manufacturing Voices, including webpage	✓
Opportunity to have sponsor video played during Manufacturing Voices	✓
Attendees for Manufacturing Voices	15
Opportunity to include content in Manufacturing Alliance newsletters (approximately every 8 weeks) distributed to all Alliance manufacturing companies	✓
Excel version of Alliance membership mailing list, including contact, company, address (does not include email)	✓
Right of first acceptance for the next calendar year	✓

*Partner investments are available to companies in non-competing industries.



This program brings together manufacturing business leaders to engage in dialogue about issues pertinent to manufacturing. A panel of executives will discuss workforce, attracting and retaining talent, automation, company culture, and more. Attendees will have the opportunity to hear from some of our county's leading manufacturing executives.

SUPPORTING SPONSOR	SUPPORTING \$1,250
Company name or logo included on all promotions and materials for Manufacturing Voices, including webpage	✓
Attendees for Manufacturing Voices	2

SPONSORSHIP



The Construction Alliance of Southeast Wisconsin serves as a platform for construction and skilled trades companies to share ideas, encourage innovation and target new talent. Like many other industries, construction is facing a workforce shortage that is projected to increase in the coming years. In a survey conducted by the Alliance, 87 percent of construction/skilled trade companies indicated having difficulty attracting and/or retaining employees.

2024 PARTNER INVESTMENT	PARTNER* \$8,000
Company name or logo included on all Construction Alliance programs, agendas, webpage, email newsletters and business/education construction programs	✓
Opportunity to participate in all Construction Alliance meetings and programs	✓
Company name or logo included on all joint Construction & Manufacturing programs	✓
Opportunity to present annually at the Construction Executive Council	✓
Opportunity to include content in Construction Alliance newsletters (approximately every 8 weeks) distributed to all Alliance construction companies	✓
Opportunity to host partner programs throughout the year	✓
Excel version of Alliance membership mailing list, including contact, company, address (does not include email)	✓
Right of first acceptance for the next calendar year	✓

*Partner investments are available to companies in non-competing industries.



SPONSORSHIP



A strong and vibrant nonprofit sector is vitally important to a thriving Waukesha County and we are proud to have numerous nonprofit organizations within our membership. Nonprofits play a key role in strengthening the fabric of our community by providing critical services, fostering civic engagement, driving economic growth as employers, serving some of our most vulnerable citizens, and enhancing the quality of life within Waukesha County. Our Nonprofit Alliance fosters collaboration within this sector, shared learning, and strong connections with the business community.

2024 SUPPORTER INVESTMENT	SUPPORTER \$2,500
Company name or logo included on all Nonprofit Alliance programs, agendas, webpage, etc.	✓
Company name or logo included on all Nonprofit Alliance programs	✓
Opportunity to participate on the Nonprofit Executive Council	✓
Excel version of Alliance membership mailing list, including contact, company, address (does not include email)	✓
Right of first acceptance for the next calendar year	✓



ACCELERATE WAUKESHA COUNTY

With a reach of over 6,000, our **quarterly digital magazines** are a great way for people to stay informed about issues that matter to Waukesha County businesses. Advertisements in Accelerate Waukesha County will show your current and prospective customers that you are engaged in the efforts of the Alliance and that you support business in Waukesha County. Generate brand awareness and support Waukesha County's business community through your clickable advertisement.

Standard Ad Space	1 Publication	4 Publications <i>bundled pricing</i>	Ad Sizing
Full Page Ad	\$2,395	\$3,795	See sizes above
1/2 Page Ad	\$1,545	\$2,495	V - 3.625"w x 10.25"h H - 7.75"w x 4.875"h
1/4 Page Ad	\$995	\$1,645	V - 3.625"w x 4.55"h H - 7.75"w x 2.25"h

Schedule	Advertising deadline	Publication launch
Magazine 1	December 20, 2023	Jan/Feb 2024
Magazine 2	March 14, 2024	April/May 2024
Magazine 3	June 13, 2024	July/Aug 2024
Magazine 4	September 12, 2024	Oct/Nov 2024



Advertise in the Alliance's bi-monthly e-newsletter. Your ad will be among the 'must read' information including updates on policy issues and business matters affecting your business, upcoming events and programs, Alliance resources and more!

Number of recipients: more than 6,000 people
Unique open rate in 2023: 27.97%

	1 Issue	2 issues	6 issues
Ad	\$150	\$250	\$675

AllianceNews is scheduled to go out on the first and third Tuesday of every month, however, these dates may change.

Ad will display as 350px (wide) x 100px (high), but artwork should be provided using the specs listed below to ensure best resolution.

Preferred file type: jpg or png, sized to 700 px (wide) x 200 px (high).



Looking for a way to promote your company, services or products in an inexpensive manner? Have it sent out in AllianceMarketplace once a month to the Alliance's database of over 6,000 representatives!

Number of recipients: nearly 6,000 people
Unique open rate in 2023: 29.93%

	1 Issue	2 issues	6 issues
Ad	\$150	\$250	\$675
Priority Placement (Placement at top of email)	\$175	\$300	\$825

Marketplace is scheduled to go out on the second Tuesday of every month, however, these dates may change.

Ad will display as 425px (wide) x 150px (high), but artwork should be provided using the specs listed below to ensure best resolution.

Preferred file type: jpg or png, sized to 850 px (wide) x 300 px (high).