



2026 SPONSORSHIP OPPORTUNITIES

WAUKESHA COUNTY
BUSINESS ALLIANCE

ADVOCATE

DEVELOP

ENGAGE

GROW

WAUKESHA COUNTY BUSINESS ALLIANCE

ADVOCATE DEVELOP ENGAGE GROW

We are proud to have over
1,200 member companies
representing **120,000+**
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

Investing in the Alliance's advocacy efforts strengthens the voice of business in our region. As a nonpartisan, registered lobbyist in Wisconsin, the Alliance represents businesses of all sizes and advocates for local, state, and federal policies that support economic growth and competitiveness. We keep members informed and engaged on key issues impacting the region's business climate.

Supporting the Alliance's advocacy efforts raises your organization's visibility and enhances the Alliance's impact. This includes sponsorship of our ongoing policy programs, Policy Board and Committees, and advocacy efforts in Madison.

PRESENTING SPONSOR | \$17,000

Exclusive to companies in non-competing industries.

- Recognition as a sponsor at recurring policy programs.
- Recognition as a presenting sponsor at The State of Waukesha County program.
- Registration for 10 attendees at The State of Waukesha County program.
- Recognition as a sponsor at the Alliance's Legislative Day in Madison.
- Individual concierge-level advocacy assistance to your organization.
- Speaking time at annual and monthly policy programs.

GOLD SPONSOR | \$11,500

- Recognition as a sponsor at recurring policy programs.
- Recognition as a sponsor at The State of Waukesha County program.
- Registration for 6 attendees at The State of Waukesha County program.
- Individual concierge-level advocacy assistance to your organization.

SILVER SPONSOR | \$6,000

- Recognition as a sponsor at recurring policy programs.
- Recognition as a sponsor at The State of Waukesha County program.
- Registration for 4 attendees at The State of Waukesha County program.

BRONZE SPONSOR | \$3,500

- Recognition as a sponsor at recurring policy programs.
- Recognition as a sponsor at The State of Waukesha County program.
- Registration for 2 attendees at The State of Waukesha County program.





Workforce remains the number one issue facing Waukesha County, our region, and our state. The Alliance provides a robust strategy to help employers develop, attract, and retain talent. We continue to build programming and implement tactics to support these three key areas, serving as a resource to connect members with the tools and information they need to succeed in the fight for talent.

Your investment supports initiatives like Schools2Skills™, talent expos, and Leadership Waukesha County—our premier professional development program that empowers participants to lead with confidence.

PRESENTING SPONSOR | \$20,000

Exclusive to companies in non-competing industries.

- Recognition as sponsor of business education programs including expos and tours.
- Recognition as sponsor of Leadership Waukesha County.
- Registration for 4 participants in Leadership Waukesha County.
- Opportunity to speak at Orientation for Leadership Waukesha County (Spring & Fall).
- Opportunity to provide marketing materials at business education programs.

GOLD SPONSOR | \$14,500

- Recognition as sponsor of business education programs including expos and tours.
- Recognition as sponsor of Leadership Waukesha County.
- Registration for 3 participants in Leadership Waukesha County.

SILVER SPONSOR | \$9,500

- Recognition as sponsor of business education programs including expos and tours.
- Recognition as sponsor of Leadership Waukesha County.
- Registration for 2 participants in Leadership Waukesha County.

BRONZE SPONSOR | \$6,000

- Recognition as sponsor of business education programs including expos and tours.
- Recognition as sponsor of Leadership Waukesha County.
- Registration for 1 participant in Leadership Waukesha County.



BUSINESS GROWTH & ENGAGEMENT

Investing in the Alliance's Business Growth & Engagement efforts helps strengthen Waukesha County's economy by fostering business relationships, developing professionals, and supporting CEOs in growing their businesses. Business Growth programming supports all four pillars of the Alliance's mission and includes targeted initiatives for women, young professionals, small business owners, and the broader business community.

Your support drives business growth, expands your network, increases your organization's visibility, and contributes to programs like Professional Women's Development Network, Young Professionals of Waukesha County, and Business Growth workshops.

PRESENTING SPONSOR | \$17,000

Exclusive to companies in non-competing industries.

- Recognition as a sponsor at recurring Business Growth programs.
- Registration for 10 attendees at each Professional Women's Development Network and Young Professionals of Waukesha County programs.
- Registration for 5 attendees at Business Growth workshops.
- Recognition as a sponsor at the Alliance's large annual Business Growth program.
- Registration for 10 attendees at the Alliance's large annual Business Growth program.
- Speaking time at all Business Growth programs.



GOLD SPONSOR | \$11,500

- Recognition as a sponsor at recurring Business Growth programs.
- Registration for 5 attendees at Professional Women's Development Network, Young Professionals of Waukesha County, and Business Growth workshops.
- Recognition as a sponsor at the Alliance's large annual Business Growth program.
- Registration for 5 attendees at the Alliance's large annual Business Growth program.



SILVER SPONSOR | \$9,000

- Recognition as a sponsor at recurring Business Growth programs.
- Registration for 3 attendees at Professional Women's Development Network, Young Professionals of Waukesha County, and Business Growth workshops.
- Recognition as a sponsor at the Alliance's large annual Business Growth program.
- Registration for 3 attendees at the Alliance's large annual Business Growth program.



BRONZE SPONSOR | \$6,000

- Recognition as a sponsor at recurring Business Growth programs.
- Registration for 2 attendees at Professional Women's Development Network, Young Professionals of Waukesha County, and Business Growth workshops.
- Recognition as a sponsor at the Alliance's large annual Business Growth program.
- Registration for 2 attendees at the Alliance's large annual Business Growth program.

ANNUAL MEETING



Attendees
Highlights
When

PROGRAM PROFILE

500+ business professionals
National keynote speaker
September 10, 2026 at the Brookfield Conference Center

As the Waukesha County Business Alliance marks its 107th 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.

PRESENTING SPONSOR | \$9,000

Exclusive to companies in non-competing industries.

- Company name included on all promotions and materials.
- Registration for 10 attendees.
- Company logo displayed throughout program.
- Opportunity to have promotional video played during program.

GOLD SPONSOR | \$6,750

- Company name included on all promotions and materials.
- Registration for 10 attendees.
- Company logo displayed throughout program.

SILVER SPONSOR | \$4,500

- Company name included on all promotions and materials.
- Registration for 5 attendees.

BRONZE SPONSOR | \$1,750

- Company name included on all promotions and materials.
- Registration for 2 attendees.



GOLF OUTING

Sponsorships for The BIG One are available to new sponsors beginning January 1, 2026.



Attendees
Highlights
When

EVENT PROFILE

More than 300 participants (golfers, sponsors and volunteers)
Reach a broad base of business professionals in a relaxed atmosphere
July 29, 2026 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.

PRESENTING SPONSOR | \$7,500

Exclusive to companies in non-competing industries.

Includes two foursomes 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.

GOLD SPONSOR | \$2,750

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

Putting Contest: Includes one foursome, signage and a tradeshow booth at a putting green. Also includes breakfast, lunch, dinner and drink tickets for golfers and sponsor attendees.

Cocktail Hour: Includes one foursome, signage and a tradeshow booth during cocktail hour. Also includes breakfast, lunch, dinner and drink tickets for golfers and dinner sponsor attendees.

SILVER SPONSOR | \$2,000

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

BRONZE SPONSOR | \$1,200

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

PICKLEBALL NETWORKING MIXER

Pickleball
MIXER

Attendees

Highlights

When

EVENT PROFILE

Business professionals

Make meaningful connections with professionals from various industries

Late Summer/Early Fall 2026

Serve up connections on and off the court! Join us for an energizing afternoon that blends professional networking with the fastest-growing sport in America. Whether you're a seasoned pickleball player or brand new to the game, this event is designed to help you expand your business network in a fun setting.

PRESENTING SPONSOR | \$5,000

Exclusive to companies in non-competing industries.

- Recognition as presenting sponsor of the event.
- Speaking time at the event.
- Unlimited attendees.

SUPPORTING SPONSOR | \$1,000

- Recognition as sponsor of the event.
- Registration for 2 attendees.



SUPPORTING SPONSORSHIPS



EVENT PROFILE

Attendees

More than 275 business professionals

Highlights

Reach a broad base of business professionals specializing in manufacturing

When

October 2026

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 | \$1,500

- Recognition as sponsor of large annual program.
- Registration for 2 attendees.



EVENT PROFILE

Attendees

More than 200 business professionals

Highlights

Reach a broad base of business professionals in all industries

When

January 2026

This program provides an economic outlook of the coming year and the opportunity to hear from regional leaders discussing what you need to know about Waukesha County.

SUPPORTING SPONSOR | \$1,500

- Recognition as sponsor of large annual program.
- Registration for 2 attendees.

MANUFACTURING ALLIANCE



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.

PARTNER | \$17,000

Exclusive to companies in non-competing industries.

- Company name or logo included on all Manufacturing Alliance programs, agendas, web page, 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 Alliance's annual Manufacturing Voices program
- Company name or logo included on all promotions and materials for Manufacturing Voices, including web page
- Opportunity to have sponsor video played during Manufacturing Voices
- Unlimited attendees for Manufacturing Voices
- Opportunity to include content in Manufacturing Alliance Newsletters 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



CONSTRUCTION ALLIANCE



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.

PARTNER | \$8,000

Exclusive to companies in non-competing industries.

- Company name or logo included on all Construction Alliance programs, agendas, web page, and email newsletters
- Opportunity to participate in all Construction Alliance meetings and programs
- Opportunity to present annually at the Construction Executive Council
- Company name or logo included on all construction programs
- Opportunity to host partner programs throughout the year
- Opportunity to include content in Construction Alliance Newsletters distributed to all Alliance construction 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





NONPROFIT ALLIANCE



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.

PARTNER | \$3,000

- Company name or logo included on all Nonprofit Alliance programs, agendas, web page, and email newsletters
- Opportunity to participate in all Nonprofit Alliance meetings and programs
- Company name or logo included on all Nonprofit Alliance programs
- Excel version of Alliance membership mailing list, including contact, company, address (does not include email)
- Right of first acceptance for the next calendar year



DIGITAL ADVERTISING



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: 6,000+ business individuals
Unique open rate in 2025: 28.34%

AD PRICING

1 Issue	6 issues
\$250	\$1,250

SPECS & SIZING

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).

DEADLINE

Ads are due on the first of every month in which they are scheduled to run. For example, if you secured advertising in the January AllianceNews, the ad is due on 1/1.



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

Number of recipients: 6,000+ business individuals
Unique open rate in 2025: 34.52%

AD PRICING

1 Issue	6 issues
\$250	\$1,250
\$350*	\$1,750*

*Priority Placement - advertisement will be displayed at the top of the newsletter.

SPECS & SIZING

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).

DEADLINE

Ads are due on the first of every month in which they are scheduled to run. For example, if you secured advertising in the January Marketplace, the ad is due on 1/1.

