



2023 Best Practices Conference Sponsorship Opportunities

Founded in 1975, the Wisconsin Economic Development Association (WEDA) is a statewide trade association dedicated to growing Wisconsin's economy through effective advocacy and education. As the "Voice of Economic Development" in Wisconsin, WEDA is committed to developing and advocating for programs and policies that help create a strong statewide business climate driving economic growth and prosperity.

WEDA's annual Best Practices Conference is the area's largest educational forum dedicated to advancing economic development across Wisconsin. This conference attracts 200-225 professionals from every sector of economic development including, bankers, Chamber of Commerce staff, municipal, county, and tribal officials, community planners, construction companies, consultants, engineering companies, local and regional economic development professionals, residential and commercial developers, State Agency staff, university and technical college representatives, utility company staff and workforce development professionals.

Conference Luncheon Sponsor (Sept. 28) - \$3,000

As the Thursday Luncheon Sponsor, your organization will receive recognition on event signage and marketing materials. You will receive verbal recognition as well as recognition on conference screen displays. The sponsor will receive three (3), one-day, complimentary registrations.

Thursday Reception Sponsor (Sept. 28) - \$3,000

As the Thursday Reception Sponsor, your organization will receive recognition on event signage and marketing materials. You will receive verbal recognition as well as recognition on conference screen displays. The sponsor will receive three (3), one-day, complimentary registrations. This is the conference's largest reception with approximately 150 people in attendance.

WEDA Networking Expo Hall Sponsor - \$2,000

As the Networking Expo Hall Sponsor for Best Practices Conference, your organization will be recognized as the Hall Sponsor receiving signage at the entrance and logo recognition on the conference agenda and website. You will receive verbal recognition throughout the conference as well as recognition on marketing materials and screen displays throughout the conference. The sponsor will also receive two (2), two-day, complimentary registrations.

Thursday Morning Featured Speaker Sponsor – \$2,000 - *US Bank*

As the Featured Speaker Sponsor for Best Practices Conference, your organization will have the opportunity to introduce the speaker and receive logo recognition on the conference agenda. You will receive verbal recognition throughout the conference as well as recognition on marketing materials and screen displays throughout the conference. The sponsor will also receive three (3), one-day, complimentary registrations.

Friday Morning Featured Speaker Sponsor – \$2,000

As the Featured Speaker Sponsor for Best Practices Conference, your organization will have the opportunity to introduce the speaker and receive logo recognition on the conference agenda. You will receive verbal recognition throughout the conference as well as recognition on marketing materials and screen displays throughout the conference. The sponsor will also receive three (3), one-day, complimentary registrations.

Breakfast Buffet Sponsor (Sept. 29) - \$2,000 - *F.I.R.E.*

As the Friday Breakfast Sponsor, your organization will receive recognition on event signage and marketing materials. You will receive verbal recognition as well as recognition on conference screen displays. The sponsor will receive two (2), one-day, complimentary registrations.

Photography Services Sponsor – \$2,000

As the Photography Services Sponsor for the Best Practices Conference, your organization will be recognized as the sponsor of a professional photographer on site throughout the conference taking conference photos and offering a photo booth area for attendees to access individual photos. The sponsor will receive verbal recognition throughout the conference as well as recognition on marketing materials and screen displays throughout the conference. The sponsor will also receive two (2), one-day, complimentary registrations.

Opening Reception Sponsor (Sept. 27) - \$1,500

As the Opening Reception Sponsor, your organization will receive recognition on event signage and marketing materials. You will receive verbal recognition as well as recognition on conference screen displays. The sponsor will receive two (2), one-day, complimentary registrations. This is the conference's largest reception with approximately 150 people in attendance. The opening reception is attended by approximately 100 people.

Log-In Screen Sponsor - \$1,500

As the Log-In Screen Sponsor for the Best Practices Conference, your organization will have your logo prominently placed on the registration log-in screen recognizing your conference sponsorship. You will receive verbal recognition as well as recognition on screen displays throughout the conference. The sponsor will also receive two (2), one-day, complimentary registrations.

Conference Social Media Sponsor – \$1,500

As the Conference Media Sponsor, your organization will be recognized on event signage and marketing materials. The sponsor receives two (2), one-day, complimentary registration.

Supporting Sponsor – \$1,000 - *Giv Back - Green Bay Packers*

As a Supporting Sponsor for the Best Practices Conference, your organization will receive prominent recognition on the conference agenda, as well as recognition on all pre-event marketing and screen displays throughout the conference. The sponsor will also receive one (1), one-day, complimentary registration.

Early Bird Sponsor – \$1,000

As the Early Bird Sponsor for the Best Practices Conference, your organization will receive prominent recognition on the conference website as sponsoring our Early Bird Registration and Drawing. Each person who registers by 9.01.22, will be entered into a drawing to receive one of three gift boxes provided by the sponsor. You will be recognized on all pre-event marketing and screen displays throughout the conference. The sponsor will also receive one (1), one-day, complimentary registration.

Conference Namebadge Sponsor – \$1,000 - *Wausau CVB*

As Conference Namebadge Sponsor, your organization will receive logo recognition on the conference badges. The sponsor receives one (1), one-day, complimentary registration.

Individual Session Sponsors – \$500 (multiple sponsors)

As a Program Sponsor for the Best Practices Conference, your organization will be recognized as the sponsor of a conference general session with your organization's name displayed on the conference agenda. You will have the opportunity to moderate your session and introduce the speaker(s). You will receive verbal recognition as well as recognition on screen displays throughout the conference. The sponsor will also receive one (1), one-day, complimentary conference registration.

Beverage Break Sponsor – \$500 (3 sponsors) - Baker Tilly

As a Break Sponsor, your organization will receive logo recognition on the conference agenda. Your logo will be prominently displayed on the screen during the break and/or lunch breaks. The sponsor receives one (1), one-day, complimentary registration.

Hospitality Suite Sponsor (Sept. 27 & Sept. 28) – \$500 each

- 1. Vierbicher – 9/27**
- 2. Centergy – 9/28**

As an After-Hours Hospitality Suite Sponsor, your organization will receive recognition on event signage and in event materials. The conference host will provide a hotel suite and the sponsor will provide snacks and beverages of their choice. Each sponsor receives one (1), one-day, complimentary registration.

3.09.23