



2025 Governor's Conference on Economic Development

February 5-7, 2025 | Hyatt Regency, Milwaukee, WI

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 Governor's Conference on Economic Development is the area's largest education forum dedicated to advancing economic development across Wisconsin. This conference attracts 275-325 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 (Feb. 6) - US BANK

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 two (2) complimentary, one-day registrations for that day.

Thursday Reception Sponsor (Feb. 6) - ZILBER | CARW | M7

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 two (2) complimentary, one-day registrations for that day. This is the conference's largest reception with approximately 150 people in attendance.

Thursday Morning Featured Speaker Sponsor - ASSOCIATED BANK

As the Keynote Speaker Sponsor for Governor's 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) complimentary, one-day registrations for that day..

Friday Morning Featured Speaker Sponsor – \$2,500

As the Keynote Speaker Sponsor for Governor's 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) complimentary, one day registrations for that day.

WEDA Networking Exhibit Hall Sponsor - AYRES ASSOCIATES

As the Networking Exhibit Hall Sponsor for the Governor's Conference, your organization will be recognized as the Hall Sponsor receiving signage at the entrance and logo recognition on the conference agenda and website. 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) complimentary, two-day registrations.

Photography Services Sponsor – \$2,000

As the Photography Services Sponsor for the Governor's 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) complimentary, one-day registrations.

Breakfast Buffet Sponsor (Feb. 7) - FIRE

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) complimentary, one-day registrations for that day.

Opening Reception Sponsor (Feb. 5) - HERITAGE CONSULTING & CG SCHMIDT

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) complimentary, one-day registrations. This is the conference's largest reception with approximately 150 people in attendance. The opening reception is attended by approximately 100 people.

Speedy Jam Session Sponsor – \$1,500 (open to multiple sponsors)

This sponsorship supports a mini-workshop session titled, Speedy Jam Session. As a Speedy Jam Session Sponsor, your organization will be scheduled to present a Speedy Jam Session (20 min.) in our Exhibit Hall and be recognized on event signage, marketing materials and screen displays throughout the conference. The sponsor will receive two (2), complimentary conference registrations and a complimentary exhibit table.

Young Professionals Evening Social Sponsor – \$1,500

This sponsorship supports our young professionals (ages 45 and under) in the field of economic development. A pizza night is planned to enhance networking and information sharing. As the Young Professionals Social Sponsor, your organization will be recognized on event signage, marketing materials and screen displays throughout the conference. The sponsor will receive two (2) complimentary, one-day registrations to the conference.

Log-In Screen Sponsor - \$1,500

As the Log-In Screen Sponsor for the Governor's 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) complimentary, one-day registrations for the conference.

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 one (1) complimentary, one-day registration to the conference.

Supporting Sponsor – \$1,000 (multiple sponsors) - BAKER TILLY - ASSOCIATED BANK

As the Supporting Sponsor for the Governor's 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) complimentary, one-day registration for the conference.

Luncheon Dessert Sponsor - BNSF RAILWAY

As the Dessert Sponsor for the Governor's 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) complimentary, one-day registration for the conference.

Early Bird Sponsor – \$1,000

As the Early Bird Sponsor for the Governor's Conference, your organization will receive prominent recognition on the conference website as sponsoring our Early Bird Registration and Drawing. Each person who registers by Jan. 1, 2024, will be entered into a drawing to receive one of three gift baskets compliments of the sponsor! You will be recognized on all pre-event marketing and screen displays throughout the conference. The sponsor will also receive one (1) complimentary, one-day registration for the conference.

Conference Namebadge Sponsor - REDEVELOPMENT RESOURCES

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

Hospitality Suite Sponsor (Feb. 5 & 6) - GREENFIRE MANAGEMENT

As the 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 alcoholic beverages. The sponsor will provide snacks and non-alcoholic beverages of their choice. Each sponsor receives one (1) complimentary, one-day registration to the conference.

WI Women In Economic Development Luncheon Sponsor (Feb. 5)

- NIAGARA BOTTLING

As the Sponsor for the Wisconsin Women in Economic Development, your organization will receive recognition on event signage and in event materials. A representative of the sponsor will host the luncheon and introduce the luncheon speaker(s). The sponsor receives one (1) complimentary, one-day registration to the conference.

Individual Session Sponsors – \$500 (multiple sponsors)

As a Session Sponsor for the Governor's Conference, your organization will be recognized as the sponsor of one of the general sessions 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) complimentary, one-day conference registration for that day.

Beverage Break Sponsor - PW GROUP

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) complimentary, one day conference registration for that day.

Notepad Sponsor - FINDORFF

As the Notepad Sponsor, your organization will provide notepads for conference attendees with your logo prominently placed on the notepad. Your logo will be prominently displayed on the screen during the break and/or lunch breaks. The sponsor receives one (1) complimentary, one day conference registration for that day.