

2027 | SPONSORSHIP OPPORTUNITIES



WSAE

**WISCONSIN SOCIETY OF
ASSOCIATION EXECUTIVES**

Invest in the WSAE Sponsorship Program to receive special sponsor-only opportunities and discounts on publicity and visibility as event sponsors, while demonstrating your support to enable the dedicated leadership of the Wisconsin Society of Association Executives in reaching its mission:

The mission of the Wisconsin Society of Association Executives (WSAE) is creating meaningful connections and enhancing competencies of association professionals.



Sponsorship Program Summary

The WSAE Star Sponsor program is designed to showcase the generosity of Star Sponsors with regular opportunities for publicity and event sponsorships throughout the year. Every Star Sponsor level also includes a WSAE membership and an allotted number of WSAE event registrations. Your Star Sponsor commitment demonstrates your support to enable the dedicated leadership of the Wisconsin Society of Association Executives in reaching our mission to create meaningful connections and enhancing competencies of association professionals.

Star Sponsor levels are tiered to best fit your budget and desired commitment. Your publicity schedule and event sponsor assignments will be determined upon completion of enrollment in the program. Each level has the option to upgrade their membership allotment or add on additional publicity opportunities and event sponsorships. Custom sponsorships will be reviewed on a case-by-case basis. Please contact the WSAE Office (info@wsae.org) if you would like to discuss a custom sponsor package.

Review the cost versus savings of each Star Sponsor level below. A full breakout of sponsor benefits can be viewed on pages 3-6 of the brochure. Submit your completed Star Sponsor enrollment form to the WSAE Office (info@wsae.org).

	Cost	Value	Savings
★★★★ 4-Star Sponsorship (<i>unlimited members</i>)	\$15,000	\$25,290	41% = \$10,290
★★★ 3-Star Sponsorship (<i>up to 25 members</i>)	\$8,500	\$13,160	35% = \$4,660
★★ 2-Star Sponsorship (<i>up to 10 members</i>)	\$5,000	\$5,945	16% = \$945
★ 1-Star Sponsorship (<i>up to 5 members</i>)	\$2,500	\$2,720	8% = \$220

LEVEL-UP! Your Membership

If the membership level of your Star Sponsorship does not fit the needs of your company, Star Sponsors may increase their level of membership for an additional cost. Upgrading your membership level increases the number of company representatives who may benefit from a WSAE membership.

	★★★★ 4-Star	★★★ 3-Star	★★ 2-Star	★ 1-Star
<i>If higher membership level is desired, this amount can be added to Sponsorship Star Level</i>		Unlimited members additional \$4,500	Unlimited members additional \$6,000	Unlimited members additional \$6,750
			Up to 25 members additional \$1,500	Up to 25 members additional \$2,250
				Up to 10 members additional \$750

4-Star Sponsorship Opportunity: \$15,000

Grayed-out items (Example) become available at higher Sponsorship Levels.

VALUE: \$25,290

YOU SAVE: \$10,290 (41% Savings)



MEMBERSHIP	
Unlimited number of members	
PUBLICITY: ONLINE PRESENCE	
Posted on sponsor page (large logo linked)	- Social Media Shares (6x/yr) - Sponsor Banner on Homepage (rotating yr round) - Homepage Feature (1x/yr)
PUBLICITY: OTHER	
- Direct Email Blast to Members (1x/yr) - VantagePoint eNewsletter (electronic) (full banner 6x/yr) - Recognition in eNewsletter (large logo 24x/yr)	
EVENT: SUMMIT	
- Complimentary Registration for Attendees (x3) \$3000 Event Sponsorship Allotment: Keynote Sponsor - Industry Partner Showcase Table (x1) - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)	- Recognition on all Materials/Event Page (large logo) - Logo on Event Signage (large logo) - Thanked in Event Remarks (verbal recognition) - Logo in Event App (large logo)
EVENT: LIVE @	
- Complimentary Registration for Attendees (x2) \$2000 Event Sponsorship Allotment: Keynote Sponsor - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)	- Recognition on all Materials/Event Page (large logo) - Logo on Event Signage (large logo) - Thanked in Event Remarks (verbal recognition)
EVENT: WOMEN'S FORUM	
- Complimentary Registration for Attendees (x2) \$1000 Event Sponsorship Allotment: Breakfast Sponsor - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)	- Recognition on all Materials/Event Page (large logo) - Logo on Event Signage (large logo) - Thanked in Event Remarks (verbal recognition)
EVENT: CEO RETREAT	
- Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway) - Recognition on all Materials/Event Page (large logo)	- Logo on Event Signage (large logo) - Thanked in Event Remarks (verbal recognition)
EVENT: ASAE RECEPTION	
- Logo on Event Signage (equal size for all) - Recognition on all Materials/Event Page (large logo)	Thanked in Event Remarks (verbal recognition)

3-Star Sponsorship Opportunity: \$8,500

Grayed-out items (Example) become available at higher Sponsorship Levels.

VALUE: \$13,160

YOU SAVE: \$4,660 (35% Savings)



MEMBERSHIP	
Up to 25 members	
PUBLICITY: ONLINE PRESENCE	
Posted on sponsor page (medium logo linked)	- Social Media Shares (4x/yr) - Sponsor Banner on Homepage (rotating yr round) - Homepage Feature (1x/yr)
PUBLICITY: OTHER	
Direct Email Blast to Members (1x/yr) - VantagePoint eNewsletter (electronic) (full banner 3x/yr)	Recognition in eNewsletter (medium logo 24x/yr)
EVENT: SUMMIT	
- Complimentary Registration for Attendees (x3) \$1500 Event Sponsorship Allotment: Awards Presentation w/ Champagne Toast Sponsor - Industry Partner Showcase Table (x1) - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)	- Recognition on all Materials/Event Page (medium logo) - Logo on Event Signage (medium logo) - Thanked in Event Remarks (verbal recognition) - Logo in Event App (medium logo)
EVENT: LIVE @	
- Complimentary Registration for Attendees (x2) \$750 Event Sponsorship Allotment: Breakout/Education Session Sponsor & Shared Break Sponsor - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)	- Recognition on all Materials/Event Page (medium logo) - Logo on Event Signage (medium logo) - Thanked in Event Remarks (verbal recognition)
EVENT: WOMEN'S FORUM	
- Complimentary Registration for Attendees (x2) \$500 Event Sponsorship Allotment: Breakout/Education Session Sponsor - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)	- Recognition on all Materials/Event Page (medium logo) - Logo on Event Signage (medium logo) - Thanked in Event Remarks (verbal recognition)
EVENT: CEO RETREAT	
Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway) - Recognition on all Materials/Event Page (medium logo)	- Logo on Event Signage (medium logo) - Thanked in Event Remarks (verbal recognition)
EVENT: ASAE RECEPTION	
- Logo on Event Signage (equal size for all) - Recognition on all Materials/Event Page (medium logo)	Thanked in Event Remarks (verbal recognition)

2-Star Sponsorship Opportunity: \$5,000



Grayed-out items (Example) become available at higher Sponsorship Levels.

VALUE: \$5,945

YOU SAVE: \$945 (16% Savings)

MEMBERSHIP	
Up to 10 members	
PUBLICITY: ONLINE PRESENCE	
Posted on sponsor page (small logo linked)	- Social Media Shares (1x/yr) - Sponsor Banner on Homepage (rotating yr-round) - Homepage Feature (1x/yr)
PUBLICITY: OTHER	
- Direct Email Blast to Members (1x/yr) - VantagePoint eNewsletter (electronic) (full banner 3x/yr)	Recognition in eNewsletter (small logo 24x/yr)
EVENT: SUMMIT	
- Complimentary Registration for Attendees (x2) \$1000 Event Sponsorship Allotment: Breakfast Sponsor - Industry Partner Showcase Table (x1) - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)	- Recognition on all Materials/Event Page (small logo) - Logo on Event Signage (small logo) - Thanked in Event Remarks (verbal recognition) - Logo in Event App (medium logo)
EVENT: LIVE @	
- Complimentary Registration for Attendees (x1) \$500 Event Sponsorship Allotment: Breakout/Education Session Sponsor - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)	- Recognition on all Materials/Event Page (small logo) - Logo on Event Signage (small logo) - Thanked in Event Remarks (verbal recognition)
EVENT: WOMEN'S FORUM	
- Complimentary Registration for Attendees (x1) \$500 Event Sponsorship Allotment: Breakout/Education Session Sponsor - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)	- Recognition on all Materials/Event Page (small logo) - Logo on Event Signage (small logo) - Thanked in Event Remarks (verbal recognition)
EVENT: CEO RETREAT	
- Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway) - Recognition on all Materials/Event Page (medium logo)	- Logo on Event Signage (small logo) - Thanked in Event Remarks (verbal recognition)
EVENT: ASAE RECEPTION	
- Logo on Event Signage (equal size for all) - Recognition on all Materials/Event Page (small logo)	Thanked in Event Remarks (verbal recognition)

1-Star Sponsorship Opportunity: \$2,500



Grayed-out items (Example) become available at higher Sponsorship Levels.

VALUE: \$2,720 **YOU SAVE: \$220** (8% Savings)

MEMBERSHIP			
Up to 5 members			
PUBLICITY: ONLINE PRESENCE			
Posted on sponsor page (small logo linked)	Social Media Shares (1x/yr)	Sponsor Banner on Homepage (rotating yr round)	Homepage Feature (1x/yr)
PUBLICITY: OTHER			
- Direct Email Blast to Members (1x/yr) - VantagePoint eNewsletter (electronic) (full banner 3x/yr)		Recognition in eNewsletter (small logo 24x/yr)	
EVENT: SUMMIT			
- Complimentary Registration for Attendees (x1) \$200 Event Sponsorship Allotment: Shared Break Sponsor - Industry Partner Showcase Table (x1) - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)		- Recognition on all Materials/Event Page (company name) - Logo on Event Signage (small logo) - Thanked in Event Remarks (verbal recognition) - Logo in Event App (medium logo)	
EVENT: LIVE @			
- Complimentary Registration for Attendees (x1) \$200 Event Sponsorship Allotment: Shared Break Sponsor - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)		- Recognition on all Materials/Event Page (small logo) - Company Name on Event Signage (small logo) - Thanked in Event Remarks (verbal recognition)	
EVENT: WOMEN'S FORUM			
- Complimentary Registration for Attendees (x2) - Event Sponsorship (to be assigned from availability)* - Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway)		- Recognition on all Materials/Event Page (small logo) - Company Name on Event Signage (small logo) - Thanked in Event Remarks (verbal recognition)	
EVENT: CEO RETREAT			
- Opportunity to Distribute a Giveaway/Literature at Registration (attendee giveaway) - Recognition on all Materials/Event Page (medium logo)		- Company Name on Event Signage (small logo) - Thanked in Event Remarks (verbal recognition)	
EVENT: ASAE RECEPTION			
- Logo on Event Signage (equal size for all) - Recognition on all Materials/Event Page (small logo)		Thanked in Event Remarks (verbal recognition)	

*See event sponsorship availability on page 8.

WSAE Event Sponsor Items

Star Sponsor Event Sponsorships are pre-assigned according to sponsor level. Star Sponsors may upgrade or add on to their allotment. Indicate additional contributions on the Star Sponsor commitment form. To upgrade or customize your allotment, contact info@wsae.org.

	Qty	Investment
SUMMIT		
Lunch Sponsor @ Industry Partner Showcase	1	\$5,500
Keynote Speaker Sponsor	1	\$3,000
Reception Sponsor	1	\$2,000
Giveaway Sponsor	1	\$1,500
Specialty Break/Bar @ Industry Showcase	1	\$1,500
Awards Presentation Sponsor (Includes Champagne Toast)	1	\$1,500
Lanyard Sponsor	1	\$1,000
Breakfast Sponsor	2	\$1,000
Photographer Sponsor	1	\$1,000
Mobile App Sponsor	1	\$750
Photo Booth Sponsor	1	\$750
Breakout/Education Session Sponsor	Multiple	\$500
Shared Break Sponsor	Multiple	\$200

LIVE @		
Lunch Sponsor	1	\$2,500
Keynote Speaker Sponsor	1	\$2,000
Reception Sponsor	1	\$2,000
Breakfast Sponsor	1	\$1,000
Photographer Sponsor	1	\$1,000
Breakout/Education Session Sponsor	Multiple	\$500
Shared Break Sponsor	Unlimited	\$200

WOMEN'S FORUM		
Lunch Sponsor	1	\$2,500
Keynote Speaker Sponsor	1	\$2,000
Reception Sponsor	1	\$2,000
Breakfast Sponsor	1	\$1,000
Photographer Sponsor	1	\$1,000
Breakout/Education Session Sponsor	Multiple	\$500
Shared Break Sponsor	Unlimited	\$200

OTHER		
ASAE Reception	Unlimited	\$350

Star Sponsor Commitment Form



pg 1

Thank you for your commitment to supporting the mission of the Wisconsin Society of Association Executives through your contribution.

Please complete the details on this form to customize your promotional opportunities for 2027 and return to the WSAE office:

WSAE: 6737 W Washington St, Ste 4270, Milwaukee, WI 53214 • info@wsae.org • Fax: 414-755-1346 • Questions? 414-338-WSAE (9723)

SPONSORSHIP PACKAGE <i>Select your sponsor level:</i>	★★★★ 4-Star □ \$15,000	★★★ 3-Star □ \$8,500	★★ 2-Star □ \$5,000	★ 1-Star □ \$2,500
LEVEL UP YOUR WSAE MEMBERSHIP (OPTIONAL)				
Select a membership upgrade to add individuals to your membership. (Optional)	Includes Diamond Level Membership (unlimited members)	Includes Platinum Level Membership (up to 25 members)	Includes Gold Level Membership (up to 10 members)	Includes Silver Level Membership (up to 5 members)
		□ Unlimited: Add \$4,500	□ Unlimited: Add \$6,000	□ Unlimited: Add \$6,750
			□ 25 Members: Add \$1,500	□ 25 Members: Add \$2,250
				□ 10 Members: Add \$750
PUBLICITY Inclusions & Additional Opportunities				
WEBSITE BANNER AD Add on additional at \$250 each = \$_____	Includes rotating year-round (x2)	Includes rotating year-round	None included with this level	None included with this level
WSAE WEBSITE HOMEPAGE FEATURE Add on additional at \$500 each = \$_____	Includes 1/yr	Includes 1/yr	None included with this level	None included with this level
	Indicate your desired month. If none are indicated, the WSAE Office will assign accordingly. □ Any / □ Jan / □ Feb / □ Mar / □ Apr / □ May / □ Jun / □ Jul / □ Aug / □ Sept / □ Oct / □ Nov / □ Dec			
VANTAGE POINT BANNER AD Add on additional at \$250 each = \$_____	Includes 6/yr	Includes 3/yr	None included with this level	None included with this level
	Indicate your desired month. If none are indicated, the WSAE Office will assign accordingly. □ Any / □ Jan / □ Feb / □ Mar / □ Apr / □ May / □ Jun / □ Jul / □ Aug / □ Sept / □ Oct / □ Nov / □ Dec			
SOCIAL MEDIA POSTS BY OFFICE Add on additional at \$250 each = \$_____	Includes 6/yr	Includes 4/yr	Includes 1/yr	None included with this level
	4-Star Sponsor Only - Indicate your desired month. If none are indicated, the WSAE Office will assign accordingly. □ Any / □ Jan / □ Feb / □ Mar / □ Apr / □ May / □ Jun / □ Jul / □ Aug / □ Sept / □ Oct / □ Nov / □ Dec			
DIRECT EMAIL BLAST TO MEMBERS <i>Not available for purchase</i>	Includes 1/yr	None included with this level	None included with this level	None included with this level
	Indicate your desired month. If none are indicated, the WSAE Office will assign accordingly. □ Any / □ Jan / □ Feb / □ Mar / □ Apr / □ May / □ Jun / □ Jul / □ Aug / □ Sept / □ Oct / □ Nov / □ Dec			
STAR SPONSOR EVENT SPONSORSHIP ALLOTMENT				
<i>Star Sponsor Event Sponsorships are pre-assigned according to sponsor level. Star Sponsors may upgrade or add on to their allotment. Indicate additional contributions in the add on column (refer to previous page for a list of event sponsor items). To upgrade or customize your allotment, contact info@wsae.org.</i>				
SUMMIT				
Add on sponsor item:	\$3,000 Keynote Speaker	\$1,500 Awards Presentation & Champagne Toast Sponsor	\$1,000 Breakfast Sponsor	\$200 Shared Break Sponsor
LIVE@				
Add on sponsor item:	\$1,500 Keynote Speaker	\$750 Breakout/Education Session Sponsor & Shared Break Sponsor	\$500 Breakout/Education Session Sponsor	\$200 Shared Break Sponsor
WOMEN'S FORUM				
Add on sponsor item:	\$1,000 Breakfast Sponsor	\$500 Breakout/Education Session Sponsor	\$500 Breakout/Education Session Sponsor	None included with this level

Sponsorship Commitment Form

pg 2

Thank you for your commitment to supporting the mission of the Wisconsin Society of Association Executives through your contribution.

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STAR SPONSOR INFORMATION

Thank you for your commitment to supporting the mission of the Wisconsin Society of Association Executives through your contribution. Please complete the details on this form and return to the WSAE Office at info@wsae.org. To customize your sponsorship, please contact the WSAE Office.

Company/Entity Name:

As it should appear on printed materials

Address:

City/State/Zip:

Main Sponsorship Contact	Name	Phone	Email
Billing Contact ☐ same as above	Name	Phone	Email
Additional Contact	Name	Phone	Email

WEBSITE & SOCIAL MEDIA

Website <i>(required)</i>	
Facebook <i>(optional)</i>	
LinkedIn <i>(optional)</i>	
X <i>(optional)</i>	

Please return completed form to info@wsae.org.

Upon receipt, the WSAE Office will issue an invoice for the appropriate amount.

Check Payment: Remit checks payable to Wisconsin Society of Association Executives

Credit Card Payment: An invoice will be sent to the billing contact provided

Mail check payment to:

Wisconsin Society of Association Executives
6737 W. Washington St., Suite 4270, Milwaukee, WI 53214

Thank You!