



SPONSOR PROSPECTUS



NOV 16

**TRUSTAGE (FORMERLY CUNA MUTUAL GROUP),
5810 MINERAL POINT RD, MADISON, WI 53705
WEDNESDAY, NOV 15 AWARDS RECEPTION**

About the Conference

Every year, the Wisconsin Sustainable Business Council brings business leaders and sustainability professionals from around the state together to learn from each other. The conference features business practitioners sharing their strategies, their tools, and their experiences to help move Wisconsin businesses forward in sustainability and Environmental, Social, and Governance (ESG).



Our first conference was held in December of 2008 and has become the premier annual event. The conference location moves around the state to accommodate the WSBC state-wide membership. The conference operates with a Sustainable Events policy and seeks to minimize the events environmental footprint. Water bottles are provided to guests, carbon offsets are purchased to offset the event's carbon footprint, and vegetarian food is always served to demonstrate the ease of giving up meat for one meal a week.

About WSBC

Educate. Measure. Improve. Connect.

The Wisconsin Sustainable Business Council's (WSBC) mission is to advance sustainable principles and practices forward through the power of business. We support companies and sustainability professionals to educate, measure and improve their sustainability outcomes and collaborate for shared success.



As a member-driven organization, we offer tools to educate, assess and integrate business-based sustainability practices. For over 16 years we have been bringing together business leaders and sustainability professionals to collaborate on solving sustainability challenges and address environmental, social, and governance actions in business. We meet all businesses where they are on their journey and assist them towards greater profitability and sustainability integration.

Our annual conference is designed to showcase new tools and provide case studies on how to integrate aspects of sustainability into business strategy. One of the most useful elements of our conferences is the time to meet and network with sustainability professionals from other industries. And, unlike large national conferences, our conference is targeted at the Wisconsin business community, ensuring all attendees share many of the same experiences and challenges, even if they've never met each other.



Become a Conference Sponsor

Interested in showcasing your commitment to sustainability? Become a sponsor of our 16th Annual Conference in November! Your support places you among other sustainability leaders in Wisconsin and helps promote the transition to a more sustainable society.

Improve your company's standing as a sustainable leader while ensuring a high-quality conference experience. The WSBC Conference brings together business leaders, executives, sustainability and ESG professionals, students, and advocates who are actively working on sustainability in their businesses.



Conference sponsorship has many benefits for your organization, including reputational benefits with investors, employees, and prospective employees. It also helps support WSBC's commitment to businesses in Wisconsin. Your support also provides conference scholarships and travel stipends for those who could not otherwise attend.

By becoming a sponsor, you'll be recognized for your sustainability commitment and will join a select group of leaders in showcasing that commitment. In addition to the other benefits described below, you'll also be invited to participate in planning the conference sessions and offered the opportunity to highlight a sustainability accomplishment.



Contact our conference sponsorship team for more details and availability.

Benefits for each sponsorship include:

- Logo included on conference website, conference signage plus social media postings.
- An exhibit space
- Complimentary tickets
- Access to additional discounted tickets
- Social media postings

See the following page for category specific benefits



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Visit our website for additional information: WisconsinSustainability.com/2022-conference

SPONSORSHIP OPPORTUNITIES

Choose a sponsorship package that will maximize your opportunity to promote your organization.

SPONSORSHIP CATEGORY & BENEFITS	PRICE	AVAILABILITY
Award Reception Sponsor (the evening before the conference) <ul style="list-style-type: none"> • Logo included on conference website, conference signage plus social media postings. • Verbal recognition at reward reception and on conference day. • 3 complimentary tickets. 	\$2,000	3
Host Sponsor & Premier Sponsor <ul style="list-style-type: none"> • Premier placement of logo included on conference website, conference signage plus social media postings. • Verbal recognition during the awards reception and during conference opening remarks. • Guest blog in the WSBC newsletter – share your sustainability story. • Exhibit booth with premier placement. • 10 complimentary conference tickets. 	\$10,000	1 each
Conference Program Sponsor <ul style="list-style-type: none"> • Opportunity to introduce yourself, and a keynote speaker. • Opportunity to host an industry knowledge share, case study, or focus group (no product selling or self-promotion). • Logo included on conference website, conference signage plus social media postings. • Verbal recognition during the awards reception and during conference opening remarks. • Guest blog in the WSBC newsletter – share your sustainability story. • Exhibit booth with premier placement. • 8 complimentary conference tickets. 	\$7,500	2
Showcase Sponsor <ul style="list-style-type: none"> • Logo included on conference website, conference signage plus social media postings. • Verbal recognition during the awards reception and during conference opening remarks. • Opportunity to sponsor a session and share a business success story (contingent on conference content at the time sponsorship is placed). • Opportunity to moderate a session. • Exhibit booth at conference. • 5 complimentary conference tickets. 	\$5,000	10
Attendee Gift Sponsor <ul style="list-style-type: none"> • Logo included on conference website and conference signage. • Co-branded attendee gift giveaways (Your Logo + WSBC Logo). • Exhibit space at conference. • 5 complimentary conference tickets. 	\$5,000	1
Sustaining Sponsor <ul style="list-style-type: none"> • Logo included on conference website and conference signage. • Opportunity to moderate a session. • Exhibit space at conference. • 3 complimentary conference tickets. 	\$2,500	3
WSBC MEMBER SPONSOR - Only open to WSBC Member Companies <ul style="list-style-type: none"> • Logo included on conference website and conference signage in member area. • Opportunity to moderate a session. • Exhibit space in Member area. • 2 complimentary conference tickets. 	\$1,000	4
Breakfast / Break / Lunch <ul style="list-style-type: none"> • Logo included on conference website and conference signage in member area. • 2 complimentary conference tickets. 	\$1,500	1 each
Non-Profit Partner <ul style="list-style-type: none"> • Exhibit space at conference. • 1 complimentary conference ticket. 	\$500	5

Past Sponsors Include

Join the group of sustainability leaders in Wisconsin.

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|---------------------------|-----------------------------|---|
| 4 Imprint | Inpro Corporation | Outpost Natural Foods Faith Technologies |
| American Family Insurance | Kohler | Purevant Living |
| Apana | Kohl's | Reynolds Transfer & Storage |
| Artisan Dental | Lands' End | Sadoff E-Recycling |
| Empire Screen Printing | Logistics Recycling | SunPeak |
| Evolution Marketing | Mercury Marine | Sustana Fiber |
| Faith Technologies | Miron Construction | Trane |
| Focus on Energy | Madison Gas & Electric | US Venture |
| Green Penny Bank | Office of Energy Innovation | University of Wisconsin, Sustainable Management Degrees |
| Harley Davidson | Oshkosh Corporation | |



<https://www.wisconsinsustainability.com/2023conference>

Please contact Jessy Servi Ortiz at: jessy@wisconsinsustainability.com to discuss sponsorship opportunities.