



SPONSOR PROSPECTUS



15th Annual WSBC Conference

Lambeau Field is a premier Wisconsin landmark, a sacred place to which people from all over the world pilgrimage: to see the legacy, to experience the awe. The facilities within are just as awe-inspiring. Every amenity has been created to support the demands of a Packers gameday, and for other premier events like our annual conference!

Two hotel blocks are reserved for attendees at [Lodge Kohler](#) and [The Aloft](#), both are close to Lambeau Field!

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 a 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. Stainless steel water bottles and mugs are provided to guests, carbon offsets are purchased to offset the carbon footprint of the event, and vegetarian food is always served to demonstrate the ease of giving up meat for one meal a week.



NOV 16 LAMBEAU FIELD, GREEN BAY, WI

NOV 15 AWARDS RECEPTION:
MIRON CONSTRUCTION, TITLE TOWN



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 15 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

Strengthen your organization or business' commitment to sustainability by sponsoring our 15th Annual Conference!

Conference sponsorship comes with many benefits for your organization including the showcasing of your sustainability story and advancements. It also helps provide conference scholarships and travel stipends to those who could not



attend. By becoming a sponsor, you'll place your company squarely among sustainability leaders in the state. 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 the planning of the conference sessions and offered the opportunity to highlight a sustainability accomplishment.



The WSBC Conference brings together business leaders, executives, sustainability and ESG professionals, students, and advocates who are actively working on sustainability in their businesses. Strengthen your company's reputation as an active participant in addressing sustainability and ESG through sponsorship of the WSBC Conference. Sponsorship of the conference is a great opportunity to make a difference for the advancement of sustainability and ESG in Wisconsin.

Your support helps advance sustainability across Wisconsin and promotes education and collaboration in businesses working to solve sustainability challenges.



WSBC Conference Host: \$10,000
Only 1 available

Attendee Gift Sponsor: \$6,000
Only 1 available

Showcase Sponsor: \$5,000
10 available spots

Sustaining Sponsorships: \$2,500

WSBC Member Sponsor: \$1,000

Award Reception Sponsorships: \$1,000, only 3 are available

Food and Beverage Sponsors for Awards Reception held November 15th at Miron Construction. Contact us for details.

Includes:

- Name recognition during award event.
- Logo placement on website and on all event correspondence.
- One ticket to the conference.

Supporting sponsorship opportunities include:

- **Morning Break: \$750**—1 available
- **Afternoon Break: \$750**—1 available
- **Closing Reception: \$1,500**—1 available

Includes: Logo placement on website, displayed at event and one ticket to the conference.

- **Non-Profit Partner: \$500**
(Also includes exhibit table)

Complete sponsorship benefit details are listed further within this document.

Past Sponsors Include

Join the group of sustainability leaders in Wisconsin.

- | | | |
|---------------------------|--------------------------|--|
| 4 Imprint | Harley Davidson | Office of Energy Innovation |
| American Family Insurance | Inpro Corporation | Oshkosh Corporation |
| Apana | Kohler | Outpost Natural Foods |
| Artisan Dental | Kohl's | Reynolds Transfer & Storage |
| Chortek LLP | Lands End | SCS Engineers |
| Empire Screen Printing | Logistics Recycling | Telkonet |
| Evolution Marketing | Mercury Marine | Trane |
| Focus on Energy | MG&E | University of Wisconsin, Sustainable Management Degrees |
| Green Penny Bank | Natural Capital Partners | |



<https://www.wisconsinsustainability.com/2021-conference-recap>

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

SPONSORSHIP OPPORTUNITIES

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

| SPONSORSHIP | HOST | SHOWCASE | ATTENDEE GIFT | SUSTAINING | WSBC MEMBER  |
|---|----------|----------|---------------|------------|---|
| Investment | \$10,000 | \$5,000 | \$6,000 | \$2,500 | \$1,000 |
| COMPANY LOGO DISPLAY | | | | | |
| Website | X | X | X | X | X |
| Email communications to attendees | X | X | | X | |
| Conference materials | X | X | X | | |
| On-screen logo recognition | X | X | X | X | |
| Table tents | X | X | X | X | X |
| Co-branded hand-crafted mug | | | X | | |
| VERBAL RECOGNITION | | | | | |
| Recognition at awards reception | X | X | | | |
| Opening and closing remarks | X | X | X | | |
| PARTICIPATION | | | | | |
| Keynote opportunity to share company sustainability story | X | | | | |
| Focused press release & blog post | X | | | | |
| Opportunity to moderate a session | X | X | X | | X |
| Social media posting | X | X | X | X | |
| CONFERENCE | | | | | |
| Exhibit: Premiere location | X | | | | |
| Exhibit Table | X | X | X | X | X |
| Digital Banner | X | X | | | |
| Tickets included | 10 | 5 | 5 | 3 | 2 |
| Discounted additional tickets | X | X | X | X | X |

Contact our Conference Sponsorship Team



Jessy Servi Ortiz
jessy@wisconsinsustainability.com



Tammy Schwarzbauer
schwarzbauer@wmep.org

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