



# SPONSOR PROSPECTUS



## NOV 13

### HARLEY DAVIDSON MUSEUM & GARAGE 400 W CANAL ST, MILWAUKEE, WI 53201 TUESDAY, NOV 12 AWARDS RECEPTION

## About the Conference

Join us at the annual Wisconsin Sustainable Business Council Conference, where business leaders and sustainability professionals convene to foster collaboration and innovation in pursuit of a more sustainable future. Since its inception in December 2008, this conference has grown to become the pinnacle event for Wisconsin's sustainability community. At each gathering, attendees can glean insights from fellow practitioners, sharing strategies, tools, and real-world experiences to advance sustainability and Environmental, Social, and Governance (ESG) practices across the state.



The conference is designed with sustainability in mind, rotating locations throughout Wisconsin to ensure accessibility to our statewide membership. Committed to minimizing our environmental footprint, we adhere to a Sustainable Events policy. This includes providing reusable water bottles, purchasing carbon offsets to mitigate our impact, and serving vegetarian meals to showcase the simplicity of making sustainable dietary choices. Join us as we collectively drive positive change and propel Wisconsin businesses toward a more sustainable and prosperous future.

## About WSBC

### Educate. Measure. Improve. Connect.

At the heart of the Wisconsin Sustainable Business Council (WSBC) lies a commitment to advancing sustainability through the collective efforts of businesses. Our work is to empower companies and sustainability professionals to educate, measure, improve, and connect for mutual success.



As a member-focused organization, WSBC provides resources and tools to educate, assess, and integrate sustainable practices into business operations. For over 16 years, we have fostered collaboration among business leaders and sustainability experts, tackling sustainability challenges and championing environmental, social, and governance actions within businesses of all sizes.

Central to our efforts is our annual conference, a flagship event designed to showcase cutting-edge tools and share impactful case studies on sustainability integration. Beyond presentations, our conference offers a unique opportunity for attendees to network and learn from peers across diverse industries. Unlike larger national conferences, ours is tailored specifically to the Wisconsin (and Mid-West) business community, ensuring that participants share common experiences and challenges, fostering a deeper sense of camaraderie and understanding.

Join us in our journey towards greater profitability and sustainability integration. Visit [www.wisconsinsustainability.com](http://www.wisconsinsustainability.com) to learn more and become a part of our vibrant community committed to driving positive change.

### About the Conference Location

We are thrilled to announce that this year's WSBC Conference will be held at the iconic Harley-Davidson Museum and Garage, located at 400 W Canal St, Milwaukee, WI 53201. Situated in the heart of Milwaukee, this renowned venue offers a fitting backdrop for our mission to drive sustainable practices forward through the power of business.

The Harley-Davidson Museum and Garage is not just a space; it's a testament to innovation, heritage, and the spirit of American entrepreneurship. As one of the city's premier cultural attractions, it embodies the values of authenticity and resilience, qualities that resonate deeply with our commitment to sustainability.



Nestled along the scenic Menomonee River, attendees will have the opportunity to immerse themselves in the rich history and culture of Harley-Davidson while engaging in dynamic discussions on sustainable business practices. From its awe-inspiring exhibits to its picturesque surroundings, the museum and garage provides an inspiring setting to ignite meaningful conversations and collaborations.



Join us at the Harley-Davidson Museum for a conference experience unlike any other, where we'll come together to educate, inspire, and drive positive change toward a more sustainable future.



### Become a Conference Sponsor

Elevate your company's profile and demonstrate your dedication to sustainability by becoming a sponsor of our 17th Annual Conference this November! By aligning with us, you'll stand shoulder-to-shoulder with fellow sustainability leaders in Wisconsin, contributing to the advancement of a more sustainable business community and society. Your sponsorship not only enhances your company's reputation as a sustainability champion but also ensures the delivery of a top-notch conference experience.



Our conference serves as a nexus for business leaders, executives, sustainability and ESG professionals, students, and advocates actively engaged in advancing sustainability

within their organizations. As a sponsor, you'll enjoy a multitude of benefits, including enhanced reputational standing with investors, employees, and prospective hires, while also bolstering WSBC's mission to support Wisconsin businesses.

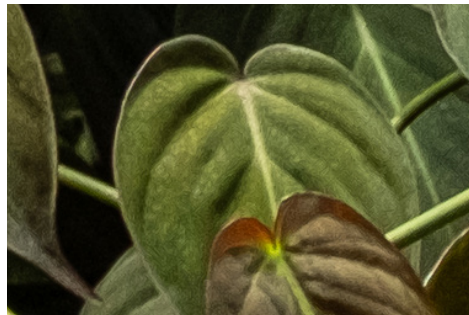


Moreover, your sponsorship enables us to provide conference scholarships and travel stipends, ensuring accessibility for individuals who may otherwise be unable to attend. Beyond these tangible benefits, sponsorship offers you the chance to shape conference sessions and spotlight your sustainability achievements, amplifying your commitment to sustainability to a wider audience.

Join us as a sponsor and be recognized as a trailblazer in sustainability, alongside a distinguished cohort of leaders. Take advantage of this opportunity to showcase your dedication to sustainability while making a meaningful impact on the future of business in Wisconsin.

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

SPONSORSHIP CATEGORY & BENEFITS	PRICE	AVAILABILITY
<b>Award Reception Sponsor (the evening before the conference)</b> <ul style="list-style-type: none"> <li>Supports the Food and Beverage cost for the awards reception.</li> <li>Verbal recognition at reward reception and on conference day.</li> <li>2 to 4 tickets.</li> </ul>	\$2,000- \$3,000	2-3
<b>Host Sponsor</b> <ul style="list-style-type: none"> <li>Keynote opportunity to share company sustainability story.</li> <li>Verbal recognition during the awards reception and during conference opening remarks.</li> <li>Guest blog in the WSBC newsletter – share your sustainability story.</li> <li>Exhibit booth with premier placement.</li> <li>15 conference tickets, with discounted additional tickets available at \$100.</li> </ul>	\$15,000	1
<b>Conference Track Sponsor</b> <ul style="list-style-type: none"> <li>Opportunity to introduce a track in the morning.</li> <li>Opportunity to host an industry knowledge share, case study, or focus group (no product selling or self-promotion). Due by August 1.</li> <li>Verbal recognition during the awards reception and during conference opening remarks.</li> <li>Guest blog in the WSBC newsletter – share your sustainability story.</li> <li>Exhibit booth with premier placement.</li> <li>10 conference tickets, with discounted additional tickets available at \$100.</li> </ul>	\$10,000	3
<b>Showcase Sponsor</b> <ul style="list-style-type: none"> <li>Opportunity to moderate a session or share a business success story (no product selling or self-promotion). This is dependent on the content at the time sponsorship is placed. Early sponsors will have more opportunities. Due by August 1.</li> <li>Verbal recognition during the awards reception and during conference opening remarks.</li> <li>Exhibit booth at conference.</li> <li>Banner at conference.</li> <li>5 conference tickets, with discounted additional tickets available at \$100.</li> </ul>	\$5,000	10
<b>Attendee Gift Sponsor</b> <ul style="list-style-type: none"> <li>Co-branded attendee gift giveaways (Your Logo + WSBC Logo).</li> <li>Exhibit space at conference.</li> <li>5 conference tickets, with discounted additional tickets available at \$100.</li> </ul>	\$5,000	
<b>Sustaining Sponsor</b> <ul style="list-style-type: none"> <li>Opportunity to moderate a session.</li> <li>Exhibit space at conference.</li> <li>3 conference tickets, with discounted additional tickets available at \$100.</li> </ul>	\$3,000	
<b>WSBC MEMBER SPONSOR - <i>Only open to WSBC Member Companies</i></b> <ul style="list-style-type: none"> <li>Opportunity to moderate a session or share your sustainability story.</li> <li>Exhibit space at conference in Member area.</li> <li>3 conference tickets, with discounted additional tickets available at \$100.</li> </ul>	\$1,500	
<b>Supporting Food Sponsors</b> <ul style="list-style-type: none"> <li>Sponsor and support local food vendors and farmers for amazing vegetarian food throughout the day.</li> <li>3 conference tickets.</li> </ul>	\$2,000	
<b>Supporting Coffee Sponsors</b> <ul style="list-style-type: none"> <li>Sponsors a break, coffee, snack, reception, etc.</li> <li>1 conference ticket.</li> </ul>	\$1,500	1
<b>Non-Profit Partner</b> <ul style="list-style-type: none"> <li>Exhibit space at conference.</li> <li>1 conference ticket.</li> </ul>	\$750	



## Navigating Sustainability: Charting a Course for Positive Impact.

**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 previous page for individual category benefits.



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Visit our website for additional information: [WisconsinSustainability.com/2024conference](https://WisconsinSustainability.com/2024conference)