



# WCMA Corporate Sponsorship Program

The Wisconsin City/County Management Association (WCMA) is dedicated to promoting excellence in professional local government management throughout the state. We advocate for continuous improvement in municipal and county administration and provide critical support to our members as they strive for the highest standards of professional proficiency.

A key element in WCMA's ongoing success is the generous financial support of our corporate partners. These partnerships not only strengthen our organization but also create valuable opportunities for collaboration between the public and private sectors.

By joining WCMA as a corporate sponsor, your organization will help advance our mission while gaining visibility and connection with Wisconsin's local government leaders. We believe that strategic partnerships enhance our collective knowledge and enable municipalities and counties to access innovative products, services, and expertise.

We invite you to support WCMA through our Corporate Sponsorship Program, available at the following levels:

- Platinum Level \$6,500 (Limited to 4 Sponsors)
- Gold Level \$3,500
- Silver Level \$2,500
- Bronze Level \$1,000

Attached you will find a detailed overview of the valuable benefits associated with each level of corporate sponsorship. These benefits include direct access to key local government decision-makers, exclusive opportunities to showcase your organization to municipal and county leaders, up-to-date insights on public sector trends, and much more.

All sponsorship applications are subject to review and approval by the WCMA Board of Directors. Sponsorships are valid for one calendar year, though applications are welcomed and considered at any time throughout the year.

Proceeds from the Corporate Sponsorship Program directly support WCMA initiatives, including:

- Enhanced educational programming and conference sessions
- Internship opportunities that help cultivate the next generation of professional managers
- Dynamic networking events designed to foster meaningful connections

Your support makes a lasting impact on the future of professional local government management in Wisconsin. We look forward to partnering with you.

If you have any questions, please contact WCMA Executive Director, Rachel Gorsuch Sorensen at (815) 753- 2081 or e-mail her at [rgorsuchsorensen@niu.edu](mailto:rgorsuchsorensen@niu.edu). We look forward to your participation in the WCMA Corporate Sponsorship Program and thank you for your consideration.

*WCMA Board of Directors*

## WCMA Corporate Sponsor Code of Ethics

To further the mission and goals of the WCMA Corporate Partnership Program and to reinforce WCMA's continuing commitment to enhancing the quality and professionalism of local government, a Corporate Sponsor Code of Ethics (mirroring the ideals embodied in ICMA's Code of Ethics) was adopted by WCMA's Board in December 2013 to guide Corporate Partners in their activities with WCMA and its members. These principles shall govern the conduct and actions of WCMA Corporate Partners, who shall:

1. Be dedicated to the concepts of effective and democratic local government by responsible elected officials and believe that professional management is essential to achieving these goals.
2. Affirm the dignity and worth of the services rendered by government and maintain a constructive, creative, and practical attitude toward local government affairs.
3. Be dedicated to the highest ideals of honor and integrity in all facets of the relationship, so that the partners merit the respect and confidence of members of the corporate organization and members of WCMA, local government elected officials and employees, and the public.
4. Recognize that the chief function of local government at all times is to serve the best interests of the public.
5. Recognize and support WCMA members' commitment to career-long learning and improvement of local government management techniques.
6. Encourage communication and participation in information- sharing among the private sector, local government and the public.
7. Resist any encroachment on local government managers' professional responsibilities, believing that professional local government managers should be free to carry out official policies without outside interference or influence.
8. Respect the open, competitive purchasing process of local governments, and provide full value in any goods or services for which public funds are accepted.
9. Neither seek nor grant favors; believe that aggrandizement or profit secured by the use of confidential information, abuse of trust, or the promise of personal enrichment is dishonest.

# WCMA Corporate Sponsorship Program Benefits

## Platinum Level - \$6,500 (Limited to 4 Sponsors)

- Exclusive keynote sponsor at winter or summer conference (one sponsor per conference keynote); includes recognition prior to the keynote address
- Four Complimentary Consulting Memberships
- A page on the WCMA website which includes your company's description and contact information as well as a link to your website
- Business card sized advertisements in each of the four quarterly newsletters
- Exhibit space at the Winter Conference AND Summer Conference
- Participant lists with e-mail addresses prior to each conference (e-mailed in an Excel file)
- Inclusion of your company logo and description in the Exhibit Guide for Winter Conference AND Summer Conference
- Recognition in conference programs as a corporate sponsor at the Platinum Level
- Four complimentary attendees at the Winter Conference AND Summer Conference
- An opportunity to publish an article in a quarterly WCMA newsletter
- Support the Internship Grant program
- Eligible for additional sponsorship options
- One marketing email sent to WCMA members

## Gold Level - \$3,500

- Two Complimentary Consulting Memberships
- A page on the WCMA website which includes your company's description and contact information as well as a link to your website
- Business card sized advertisements in each of the four quarterly newsletters
- Exhibit space at the Winter Conference AND Summer Conference
- Participant lists with e-mail addresses prior to each conference (e-mailed in an Excel file)
- Inclusion of your company logo and description in the Exhibitor's Guide for Winter Conference AND Summer Conference
- Recognition in conference programs as a corporate sponsor at the Gold Level
- Two complimentary attendees at the Winter Conference AND Summer Conference
- An opportunity to publish an article in a quarterly WCMA newsletter
- Support the Internship Grant program
- Eligible for additional sponsorship options
- One marketing email sent to WCMA members

## Silver Level - \$2,500

- One Complimentary Consulting Membership
- A page on the WCMA website which includes your company's description and contact information as well as a link to your website
- Business card sized advertisements in each of the four quarterly newsletters
- Exhibit space at the Winter Conference OR Summer Conference
- Recognition in conference programs as a corporate sponsor at the Silver Level
- One complimentary attendee at the Winter Conference OR Summer Conference
- Support the Internship Grant program
- Eligible for additional sponsorship options
- One marketing email sent to WCMA members

## Bronze Level - \$1,000

- One Complimentary Consulting Membership
- A page on the WCMA website which includes your company's description and contact information as well as a link to your website
- Business card sized advertisements in four quarterly newsletters
- Recognition in the conference program as a corporate sponsor at the Bronze Level
- One marketing email sent to WCMA members

## Additional Sponsorship Opportunities available to Platinum, Gold and Silver Level Sponsors:

- WCMA Membership Social Event at the Annual ICMA Conference
- Winter Conference Social Event
- Summer Conference Social Event Sponsor
- Summer Conference 5K Run/Walk Sponsor

2 of each available. Choose multiple and/or choose to be the exclusive sponsor of any of the above on the form below.

## Women's Leadership Seminar Sponsorship Levels:

### Platinum Keynote Sponsors (\$2000) – Two Available

- Logo in the program
- Introduce one of two keynotes
- Recognized at seminar
- Signage at door
- Includes 4 conference registrations
- Conference registration list with email contacts

### Gold Sponsors (\$1000)

- Logo in the program
- Recognized at seminar
- Includes 2 conference registrations
- Conference registration list with email contacts

### Silver Sponsors (\$500)

- Logo in the program
- Recognized at seminar
- Includes 1 conference registration

### Bronze Sponsors (\$250)

- Logo in the program
- Recognized at seminar

# WCMA Corporate Sponsor Program Invoice



Company Name: \_\_\_\_\_

Website: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Consulting  
Member Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

2nd Consulting  
Member Name: \_\_\_\_\_  
(Gold & Platinum only)

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

3rd Consulting  
Member Name: \_\_\_\_\_  
(Platinum Only)

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

4th Consulting  
Member Name: \_\_\_\_\_  
(Platinum Only)

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

## Sponsorship Level:



Platinum \$6500



Gold \$3500



Silver \$2500



Bronze \$1000

As a silver sponsor I will exhibit at

Winter Conference

**-OR-**

Summer Conference

*conference dates & locations can be found here:  
<https://wcma-wi.org/172/Conference-Center>*

## Additional Sponsorships for Platinum/Gold/Silver Sponsors :

WCMA Member Dinner at the ICMA Annual Conference (2 available) \$1500

Winter Conference Social Event Sponsor (2 available) \$1500

Summer Conference Social Event Sponsor (2 available) \$1500

Summer Conference 5K Run/Walk Sponsor (2 available) \$200

## Women's Leadership Seminar Sponsorship :



Platinum Keynote \$2000



Gold \$1000



Silver \$500



Bronze \$250

\_\_\_\_\_ by enrolling my company, we agree to adhere to the WCMA Corporate Sponsor Code of Ethics

## email the following items to [WCMA@niu.edu](mailto:WCMA@niu.edu)

- Your logo and a business card sized (3.5"x 2") advertisement for the newsletter. Both files should be jpg or png in RGB format with at least 300 dpi resolution.
- A text file description of your firm and its services to be included in the exhibitor guide and on the WCMA website.

**Sponsorship Total \$ \_\_\_\_\_**

Return completed form and payment to:  
WCMA  
Center for Governmental Studies  
1425 W Lincoln Hwy  
DeKalb, IL 60115

To pay via credit card with a 3% processing fee  
E-mail e-invoice request to [wcma@niu.edu](mailto:wcma@niu.edu)