



# Wisconsin City/County Management Association Corporate Sponsorship Program



The Wisconsin City/County Management Association (WCMA) encourages the development and improvement of professional local government management in Wisconsin by advocating and affirming improvements in local government administration and by offering support to its members in their quest for great professional proficiency.

The ongoing success of WCMA is dependent on several factors, but possibly none as important as the continued financial support of our corporate partners. As an Association, we believe that encouraging private sector partnership can enhance our knowledge and understanding of your expertise, services and/or products available to municipalities and counties. We invite you to join us by serving as a sponsor of the Association. Your organization may choose to support WCMA through the **WCMA Corporate Sponsorship Program** at one of four levels:

❖ <b>Platinum Level</b>	<b>\$6,500 (limited to 2 sponsors)</b>
❖ <b>Gold Level</b>	<b>\$3,500</b>
❖ <b>Silver Level</b>	<b>\$2,500</b>
❖ <b>Bronze Level</b>	<b>\$1,000</b>

Attached is a document that provides an overview of the valuable benefits that correspond with each partnership level. Benefits of membership include access to government decision makers, opportunities to showcase your corporation to local governments, timely news and trends, and more! Membership applications are subject to review and approval of the Board of Directors of the Association. Membership is for one year and based on a calendar year basis, although applications may be accepted and considered at any time throughout the year.

Funds raised through the Corporate Sponsorship Program will go towards improved educational programs and sessions at conferences, internship opportunities which serve to build the future generation of professional managers, and exciting networking opportunities through fun social events.

If you have any questions, please contact WCMA Executive Director, Dawn S. Peters, 815-753-0923 or e-mail her at [dpeters@niu.edu](mailto:dpeters@niu.edu). We look forward to your participation in the **WCMA Corporate Sponsorship Program**. Thank you for your consideration.

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#### -WCMA Board of Directors-

Caitlin Stene, President  
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Dawn S. Peters, WCMA Executive Director

# WCMA Corporate Sponsorship Program Benefits



## **Platinum Level, \$6,500 (limited to 2 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 company description and contact information as well as a link to sponsor's website
- Business card sized advertisements in each of the four quarterly newsletters (larger ads for an additional fee)
- Exhibit space at the Winter Conference **AND** Summer Conference
- Participant lists with email addresses prior to each conference (emailed in an Excel file)
- Inclusion of your company logo description in the Exhibitor's Guide for Winter Conference **AND** Summer Conference
- Recognition in the conference program 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
- Internship program sponsor
- Eligible for additional sponsorship options

## **Gold Level, \$3,500**

- Two Complimentary Consulting Memberships
- A page on the WCMA website which includes company description and contact information as well as a link to sponsor's website
- Business card sized advertisements in each of the four quarterly newsletters (larger adds will be charged an additional fee)
- Exhibit space at the Winter Conference **AND** Summer Conference
- Participant lists with email addresses prior to each conference (emailed in an Excel file)
- Inclusion of your company logo description in the Exhibitor's Guide for Winter Conference **AND** Summer Conference
- Recognition in the conference program 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
- Internship program sponsor
- Eligible for additional sponsorship options

## **Silver Level, \$2,500**

- One Complimentary Consulting Membership
- A page on the WCMA website which includes company description and contact information as well as a link to sponsor's website
- Business card sized advertisements in each of the four quarterly newsletters (larger adds will be charged an additional fee)
- Exhibit space at the Winter Conference **AND** Summer Conference
- Recognition in the conference program as a corporate sponsor at the Silver Level
- One complimentary attendee at the Winter Conference **AND** Summer Conference
- Internship program sponsor
- Eligible for additional sponsorship options

## **Bronze Level, \$1,000**

- One Complimentary Consulting Membership
- A page on the WCMA website which includes company description and contact information as well as a link to sponsor's website
- Business card sized advertisements in four of the quarterly newsletters (larger adds will be charged an additional fee)
- Recognition in the conference program as a corporate sponsor at the Bronze Level

### **Additional Sponsorship Opportunities available to Silver, Gold and Platinum 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*



# WCMA Corporate Sponsor Program Invoice

Return completed form and payment to:

WCMA  
NIU Center for Governmental Studies  
148 N 3<sup>rd</sup> Street  
DeKalb, IL 60115

To pay via credit card with a 3% processing fee  
email [wcma@niu.edu](mailto:wcma@niu.edu)

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

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

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

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

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

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

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

2<sup>nd</sup> Member Name: \_\_\_\_\_

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

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

Sponsorship Level:  Platinum \$6,500  Gold \$3,500  Silver \$2,500  Bronze \$1,000

**Additional Sponsorship (Available to Silver, Gold or Platinum sponsors only):**

- WCMA Membership Social Event at the annual ICMA Conference, \$1,500 (2 available)
- Winter Conference Social Event Sponsor, \$1,500 (2 available)
- Summer Conference Social Event Sponsor, \$1,500 (2 available)
- Summer Conference 5K run/walk Sponsor, \$200 (2 available)

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

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

- a jpeg or png file in RGB format with at least 300 dpi resolution of your business card size advertisement and logo
- a text file description of your firm and its services to be included in the exhibitor guide and on the WCMA website.
- By enrolling my company, we agree to adhere to the WCMA Corporate Sponsor Code of Ethics. *(check)*

### 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 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.