



Wisconsin Chapter
American Public Works Association
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2017 Wisconsin APWA Chapter Sponsorship Program

The current **Wisconsin APWA Chapter's Sponsorship Program** was initiated in 2002 and is a key funding source for the chapter. Thanks to all of our sponsors, the Wisconsin Chapter will continue its excellent series of educational and network opportunities in 2017, and will continue to grant educational scholarships for eligible college students.

The generosity of the firms and individuals who contribute their time, talent and financial support make it possible for the Wisconsin Chapter to offer many educational opportunities and information resources throughout the year, including:

- ✓ Excellent Spring and Fall **Public Works Conferences** in various locations around Wisconsin, featuring technical sessions, exhibits and opportunities for networking with key public works professionals from throughout Wisconsin
May 10 - May 12, 2017 Madison
November 1-3, 2017 Wausau
- ✓ Annual **Summer Event** featuring a golf outing in near Hartford *July 20, 2017* at Washington County Golf Course
- ✓ The annual **Snowplow Rodeo**, featuring dozens of operations teams from around Wisconsin and equipment displays at Lambeau Field in Green Bay in *September 2017*
- ✓ **Special educational symposiums** and training events (Periodically)
- ✓ An active **educational scholarship program**, providing strong support for public works professionals pursuing training through the Public Works Supervisory Academy or Public Works Management Institute (Continuously)
- ✓ **Special meetings** and events hosted by our technical committees (Periodically)
- ✓ Informative **newsletters**, featuring information on the Chapter and its members, and updates on current events in public works (Quarterly)
- ✓ An online **web site**, <http://Wisconsin.APWA.net> that provides information on upcoming Chapter events and activities as well as chapter committee activity.

We need your time and talent to continue improving and expanding these events and resources through your participation in our conferences and events, your contributions to our newsletter, and your participation in the excellent online forums available at <http://APWA.net>. Sharing the collective experience of our diversified membership is a significant value of participating in all our events.

In addition, the Chapter offers this program for those member firms or individuals that are interested in financial sponsorship. Two main categories of sponsorship are offered: Annual Chapter Sponsorship to support all of the Chapter's on-going activities and Conference Sponsorship to support the spring or fall conferences, summer outing, or Snowplow Rodeo, and ala carte sponsorship of events. All are outlined below.

Wisconsin APWA Chapter Sponsorship Summary

<i>Item or Activity</i>	<i>Cost</i>	<i>Acknowledgement or Recognition</i>
Annual Chapter Sponsor	\$900/year	All the benefits of conference sponsorship, plus acknowledgement in an annual membership mailing, web site exposure for the entire year and use of the web site employment section for position postings.
Conference Sponsor (Spring Conference, Fall Conference)	\$400/event	Poster display at the conference as an event sponsor; conference program, website acknowledgement for up to two months after the conference.
Roadeo Sponsor	\$300	Poster display at the conference as an event sponsor; conference program, website acknowledgement for up to two months after the conference.
Summer Outing Sponsor (Event sponsorship and/or hole sponsorship)	\$200/event and/or \$100/hole	Event sponsor: Recognition at the event (sponsor boards, cart flyer) along with recognition on the event webpage. Summer event sponsor also includes one hole sponsorship. Hole sponsor: Recognition at the event (sponsor boards, cart flyer, hole sign) along with recognition on the event webpage. 2 hole sponsorships maximum per entity.
Chapter Dinner at APWA Congress	Specific to event	Recognition at Chapter Dinner event.

Although this program is designed in accordance with current IRS regulations for charitable contributions, sponsors are advised to confirm the taxable status of their contribution. The Chapter will not recognize contributions in the newsletter and does not offer newsletter advertising.

In addition to these sponsorship opportunities, the Chapter sells **exhibit space** at the spring conference separately. The 2016 Spring Conference in Madison, Wisconsin will feature indoor exhibit space with priority booth locations and vendor showcase opportunities to chapter and event sponsors.

Wisconsin APWA Chapter Scholarship Sponsorship

The Wisconsin Chapter APWA also provides an opportunity for organizations to sponsor scholarships for students pursuing degrees in public work fields. The gifts are tax deductible and will be recognized as part of our scholarship program. Organizations may fund a scholarship for a year or endow a scholarship. This would provide an opportunity for recognition of your firm's commitment to the profession. Either annual or endowed scholarship gifts can be designated to recognize an individual in your organization as a reward for service or contribution.

A gift of **\$1,000** will sponsor a scholarship for one year. A gift of **\$50,000** will be added to the Scholarship Fund Principal to endow a scholarship in perpetuity. A sponsored scholarship will be recognized at the Fall Conference, on the Scholarship Certificate, in the Chapter Newsletter when scholarship awards are announced, and by letter when the gift is received. If a scholarship recognizes an individual within your organization, that name would be included in the recognition. For more information on Wisconsin APWA Chapter Scholarship Fund Sponsorship contact Holly Powell (holly.powell@fitchburgwi.gov).

To participate in the Wisconsin Chapter APWA sponsorship or Scholarship program, submit the accompanying form with payment to the Wisconsin APWA Chapter Treasurer, mailing address and contact information on the form. For questions and more information about the Sponsorship program feel free to contact myself, Jim Hessling, 2017 chapter president at Jim.hessling@mcfarland.wi.us or 608-838-7287.

The Wisconsin Chapter APWA Executive Committee greatly appreciates your support and looks forward to your participation in all of our 2017 activities.