



Program Sponsorship Information

Revised: 4/22/2023

Sponsorship Statement: Wisconsin ASCD is proud to partner with commercial vendors as stated in our policies. Vendors provide value to the organization and its members. Wisconsin ASCD's Executive Committee reserves the right to approve or deny any vendors or sponsorships. The policy provides guidance for what vendors or sponsorships may be approved or denied. However, the executive committee may use other reasonable rationale for approval or denial. What follows is a guideline. The executive team of WASCD may make determinations that are based on best fit for the events.

Annual Fall Conference Sponsorship:

A Note On Sponsorships: We appreciate the willingness of vendors to support our WASCD. In order to have a fair process, we will send out the opportunity to be a sponsor first to our previous conference vendors. We will provide a timeline to share interest. If there is more interest than there are opportunities, we will conduct a lottery (sponsor names drawn) or contact vendors to work out a solution. New vendors will be invited once past vendors have had the opportunity to sponsor.

- Conference Vendor: A call for conference vendors will go out to known vendors ahead of the Annual Fall Conference. Vendors will receive space for a booth and will be provided with vendor specifics.
 - Cost: \$1000 per booth (750.00 one day). Each representative shall register for the conference. If a vendor adds a sponsorship, they receive one conference registration. All additional sponsorships do not include conference vendor status (booth).
- Breakout Room Sponsors: A vendor may request to be a room sponsor of the Fall Conference. This will be advertised and mentioned accordingly. Returning sponsors will receive initial preference. The Room Sponsor allows the vendor the opportunity to place their stand alone banner (from the vendor) in the room and have it marked accordingly on the room signage, website, and handouts.
 - Cost: \$250.00
- Conference Headline Sponsor (1): A vendor may request to be a headline sponsor of the Fall Conference. This will be advertised and mentioned accordingly. The Headline Sponsor will be able to advertise an informational session(s) on their products to the audience at the general session (5 Minutes or less). Returning sponsors will receive initial preference. The Conference Headline Sponsor will also be considered the "Room Sponsor" of the general session area, allowing them to place their stand alone banner (from the vendor) in the room and have it marked accordingly on the room signage, website, and handouts.

- Cost: \$2000
- Fall Conference Social Sponsor (1): A vendor may request to be a sponsor of the conference social event. This will be advertised and mentioned accordingly. However, returning social sponsors will receive initial preference.
 - Social Sponsor: This sponsor supports our food and music for the event.
 - Cost: \$1500.00
- Fall Conference Giveaway Sponsor (1): A vendor may request to be a sponsor of the Conference Giveaway. This will be advertised and mentioned accordingly. However, returning social sponsors will receive initial preference. The sponsor will work with the Executive Director to determine the joint WASCD and Vendor branded item that will be given to each participant at the conference. This is likely to be a Notepad, notebook, padfolio, or other useful conference related item for each conference participant. The vendor may add their business card and/or 1 pager of information in/with the item.
 - Cost: Cost of the Giveaway
- Fall Conference Snack Break Sponsor (1): A vendor may request to be a sponsor of the conference “snack break.” This will support offsetting the costs of the snack break. The conference will have one afternoon snack break. This sponsorship will be advertised and mentioned accordingly. However, returning snack break sponsors will receive initial preference.
 - Cost: \$700.00
- Fall Conference Lunch Sponsor (1): A vendor may request to be a sponsor of the conference “lunch.” This will support offsetting the costs of the meal. This sponsorship will be advertised and mentioned accordingly. However, returning snack break sponsors will receive initial preference.
 - Cost: \$700.00
- Fall Conference Breakfast Sponsor (1): A vendor may request to be a sponsor of the conference “breakfast.” This will support offsetting the costs of the meal. This sponsorship will be advertised and mentioned accordingly. However, returning snack break sponsors will receive initial preference.
 - Cost: \$700.00
- Keynote Speakers are generally not sponsorable. We ask vendors to instead consider other sponsorship opportunities or to be a headlining sponsor.

Event or Program Sponsorship:

- Wisconsin ASCD programs and events are sponsorable as determined by the executive committee.
- Initial preference for program and event sponsorship shall go to sponsors of the past WASCD Fall Conference.
- Sponsorship of a non-conference event (ex: workshop, speaker, presentation) is limited to one presenting sponsor. WASCD reserves the right to approach a vendor that may be aligned with the workshop/event.
- Sponsorship Costs:
 - Full Day Workshop/Event, In-person: \$750 + registration of those attending the booth.

- Includes appropriate advertising and mentions, booth location in or near the event space for the event, and 5 minutes of promotional time at the beginning of the event. The sponsor may approve additional sponsors for meals or breaks as planned and coordinated with the Executive Director.
- Two Day Workshop/Event, In-Person: \$1000 + registration of those attending the booth.
 - Includes appropriate advertising and mentions, booth location in or near the event space for the event, and 5 minutes of promotional time at the beginning of the event. The sponsor may approve additional sponsors for meals or breaks as planned and coordinated with the Executive Director.
- Half Day Workshop/Event, Virtual: \$250.00 + registration of those attending.
 - Includes appropriate advertising and mentions and 5 minutes of promotional time at the beginning of the event. The sponsor may approve additional sponsors as planned and coordinated with the Executive Director.
- Full Day Workshop/Event, Virtual: \$400.00 + registration of those attending.
 - Includes appropriate advertising and mentions and 5 minutes of promotional time at the beginning of the event. The sponsor may approve additional sponsors as planned and coordinated with the Executive Director.
- 1-2 Hour Workshop/Event, Virtual: \$125 + registration of those attending.
 - Includes appropriate advertising and mentions and 5 minutes of promotional time at the beginning of the event. The sponsor may approve additional sponsors as planned and coordinated with the Executive Director.

WASCD Policy (2021)

Commercial Support

Advertising and sponsorship from proprietary entities will be accepted by WASCD for the purposes of advertising and sponsorship of programs, membership and publications.

- The advertisement or sponsorship shall promote a program, product or service which reasonably can be expected to be of interest to WASCD members and does not make claims that have no basis in fact.
- To the best of WASCD's knowledge, the sponsor or advertiser is reputable and can be expected to provide the service or product promoted in accordance with the language in the advertisement or promotion.
- A disclaimer that the advertiser has no editorial support or influence on topic or content in any publications or programs will be published.
- The Executive Director will maintain advertising and sponsorship schedules which will be reviewed annually by the related committees.