



WALA

WISCONSIN ASSISTED LIVING ASSOCIATION

**2025 ANNUAL
SPONSORSHIP OPPORTUNITIES**



ANNUAL SPONSORSHIP PROGRAM

As the premier state association for the assisted living industry, WALA generates year-round awareness and visibility for your organization. Sponsorships provide a cost-effective way to sell your brand, build relationships, and strategically approach an active group of decision-makers in the industry. This program allows you to set your sponsorship budget for the year and tailor the benefits to align with your goals.

The WALA Annual Sponsorship Program and the benefits outlined are effective January 1, 2025 through December 31, 2025. The deadline for sponsorship commitment is Friday, December 6, 2024 to ensure delivery of full sponsor benefits.

Please access the WALA website at ewala.org/annual-sponsorships or contact or myself with any questions regarding this exciting partnership program. Otherwise, simply complete the included commitment form and return it to WALA. We look forward to delivering a great engagement opportunity for you and your organization.

Michael Pochowski
President and CEO
Wisconsin Assisted Living Association (WALA)



ELITE BUSINESS SPONSOR

\$10,000 (\$16,600 VALUE)

- Associate Membership (\$1,500 value)
- Annual Conference Exhibit Space (up to \$1,500 value)
- Fall Conference Exhibit Space (\$700 value)
- Annual Conference Sponsorship (choose up to \$2,500)
- Fall Conference Sponsorship (choose up to \$2,000)
- Golf Event Foursome (\$800 value)
- Golf Event Golf Sponsorship (choose up to \$1,000)
- 4 Annual Conference Registrations – transferable to clients of your organization (\$1,600 value)
- 4 Fall Conference Registrations – transferable to clients of your organization (\$1,200 value)
- 4 Pre-event and Networking Reception registrations for Annual Conference (\$800 value)
- WALA Advocate Newsletter Ad - full page in all three 2025 editions - online with live links (\$1,500 value)
- Additional WALA Events: Throughout the year, select up to three opportunities to sponsor (\$1,500 value)



ADDITIONAL RECOGNITION

- Company name and logo on front page of WALA website
- Company name and logo included in weekly WALA membership emails along with bi-weekly promo emails shared with over 6,000 contacts
- Company name and logo in pre-event agendas for the Annual Conference and Fall Conference
- Mailing lists of registered attendees for the Annual Conference and Fall Conference
- Company logo on the conference sponsor section of the WALA website
- Company name and logo recognition at major events
- Sponsor ribbon on name badge at Annual Conference and Fall Conference
- Company name and logo on signage and/or PowerPoint presentations at Annual Conference, Fall Conference, and Golf Event
- Company name and logo displayed as featured directory listing in WALA Associate Directory
- Two scheduled meetings with WALA staff to strategize and communicate methods for delivering best return on your sponsorship investment
- Access to WALA staff prior to events to help ensure that your organization maximizes every sponsorship opportunity

INDUSTRY CHAMPION

\$7,500 (\$12,300 VALUE)

- Associate Membership (\$1,500 value)
- Annual Conference Exhibit Space (up to \$1,500 value)
- Fall Conference Exhibit Space (\$700 value)
- Annual Conference Sponsorship (choose up to \$2,000)
- Fall Conference Sponsorship (choose up to \$1,000)
- Golf Event Foursome (\$800 value)
- Golf Event Golf Sponsorship (choose up to \$750)
- 2 Annual Conference Registrations – transferable to clients of your organization (\$800 value)
- 2 Fall Conference Registrations – transferable to clients of your organization (\$600 value)
- 2 Pre-event and Networking Reception registrations for Annual Conference (\$400 value)
- WALA Advocate Newsletter Ad - 1/2 page in all three 2025 editions - online with live links (\$1,300 value)
- Additional WALA Events: Throughout the year, select up to two opportunities to sponsor (\$1,000 value)



ADDITIONAL RECOGNITION

- Company name and logo in pre-event agendas for the Annual Conference and Fall Conference
- Mailing lists of registered attendees for the Annual Conference and Fall Conference
- Company logo on the conference sponsor section of the WALA website
- Company name and logo in event brochures – Annual Conference and Fall Conference
- Sponsor ribbon on name badge at Annual Conference and Fall Conference
- Company name and logo recognition at all major events
- Two scheduled meetings with WALA staff to strategize and communicate methods for delivering best return on your sponsorship investment
- Access to WALA staff prior to events to help ensure that your organization maximizes every sponsorship opportunity



INNOVATOR SPONSOR

\$5,000 (\$9,400 VALUE)

- Associate Membership (\$1,500 value)
- Annual Conference Exhibit Space (up to \$1,500 value)
- Fall Conference Exhibit Space (\$700 value)
- Annual Conference Sponsorship (choose up to \$1,000)
- Fall Conference Sponsorship (choose up to \$1,000)
- Golf Event Foursome (\$800 value)
- Golf Event Golf Sponsorship (choose up to \$500)
- 1 Annual Conference Registration – transferable to clients of your organization (\$400 value)
- 1 Fall Conference Registration – transferable to clients of your organization (\$350 value)
- 2 Pre-event and Networking Reception registration for Annual Conference (\$400 value)
- WALA Advocate Newsletter Ad - 1/4 page in all three 2025 editions - online with live links (\$750 value)
- Additional WALA Events: Throughout the year, select up to one opportunities to sponsor (\$500 value)



ADDITIONAL RECOGNITION

- Company name and logo in pre-event brochures for the Annual Conference and Fall Conference
- Mailing lists of registered attendees for the Annual Conference and Fall Conference
- Company logo on the conference sponsor section of the WALA website
- Company name and logo in event brochures – Annual Conference and Fall Conference
- Sponsor ribbon on name badge at Annual Conference and Fall Conference
- Company name and logo recognition at all major events
- Two scheduled meetings with WALA staff to strategize and communicate methods for delivering best return on your sponsorship investment
- Access to WALA staff prior to events to help ensure that your organization maximizes every sponsorship opportunity



2025 WALA ANNUAL SPONSORSHIP COMMITMENT APPLICATION

Please complete the following information and submit to WALA by December 6, 2024

Note – Sponsorship selections are on a first come, first served basis. We recommend requesting an updated list of available options as the December 6 deadline approaches

Name _____

Parent Company _____

Specific Contact for Management of Sponsorship (if different) _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Level of Sponsorship

Elite Business Sponsor - \$10,000

Industry Champion - \$7,500

Innovator - \$5,000

** Select your Annual Conference, Fall Conference, and Golf Event sponsorships on pages to follow**

Method of Payment (Must accompany registration) Total Due: \$ _____

Check

MasterCard

Discover

American Express

Visa

Card Number _____ Expiration date _____

Cardholder's Name _____ CVV _____

Billing Address _____

Cardholder's Signature _____

By filling out the credit card information, you give WALA permission to run your credit card for the amount specified on this form.

Please submit with payment to:

WALA – Wisconsin Assisted Living Association

5325 Wall Street, Suite 2305, Madison WI 53718

Phone: (608)288-0246 Email: info@ewala.org

Select your sponsorship(s) for 2025 based upon your Sponsorship Program selection – Elite, Industry Champion, or Innovator

2025 ANNUAL CONFERENCE

~~Full Conference Promotional Sponsor – \$2,500~~
~~Attendee Tote Bag Sponsor – \$2,500~~
~~Opening Keynote Sponsor – \$2,500~~
~~Exhibitor Day Lunch Sponsor – \$2,500~~
Educational Pre-Event Sponsor - \$2,500
Exhibit Day Breakfast Sponsor - \$2,500
~~Opening Evening Reception Sponsor – \$2,500~~
~~Hero Award Sponsor – \$2,500~~
Final Day Breakfast Sponsor - \$2,000
~~Lanyard Sponsor – \$2,000~~
Thursday Prize Drawing Reception - \$1,500
Hallway Banner Sponsor – (6 available) \$1,500
~~At A Glance Agenda Sponsor – \$1,500~~
~~Attendee Email Confirmation Sponsor – \$1,000~~
~~Attendee Overall Event Evaluation Sponsor – \$1,000~~
Tote Bag Insert Sponsor – (limit 6) \$1,000
~~Registration Booth Sponsor – \$1,000~~
Advocacy Awareness Sponsor - \$1,000
Breakout Session Sponsor – (40 available) - \$500
PowerPoint Advertisement Sponsor - \$500

2025 ANNUAL AUTUMN GOLF CLASSIC

~~Awards Reception Sponsor – \$1,000~~
~~Golf Event Promotion Sponsor – \$1,000~~
~~Golf Cart Sponsor – \$1,000~~
Weather Sponsor - \$1,000
~~Golf Cart GPS Advertising Sponsor – \$1,000~~
~~Lunch Sponsor – \$1,000~~
~~Putting Green Sponsor – \$750~~
Event Winner Prize Sponsors (5 available) - \$500
~~Beverage Cart Sponsor (4 available) – \$500~~
Hole Sponsors (18 available) - \$350
Raffle Prize Sponsors (10 available) - \$150

2025 FALL CONFERENCE

~~Full Conference Promotional Sponsor – \$2,500~~
~~Attendee Tote Bag Sponsor – \$2,500~~
~~Evening Reception/Networking Sponsor – \$2,000~~
~~Opening Session Sponsor – \$2,000~~
~~Lunch Sponsor – \$1,500~~
~~Breakfast Sponsor – \$1,500~~
~~Lanyard Sponsor – \$1,500~~
Attendee Overall Event Evaluation Sponsor - \$1,000
~~Registration Booth Sponsor – \$1,000~~
Company Hallway Banner (6 available) - \$750
~~At A Glance Agenda Sponsor – \$1,000~~
~~Attendee Email Confirmation Sponsor – \$500~~
Breakout Session Sponsor (20 available) - \$500
Tote Bag Insert Sponsor (limit 3) \$500
PowerPoint Advertisement Sponsor - \$250

2025 ADDITIONAL EVENTS

~~Legislative Day Promotion Sponsor – \$1,000~~
Legislative Day Lunch Sponsor - \$1,000
~~83.15 Administrator Course Attendee Confirmation Sponsor – \$1,000~~
Management Essentials Promotion Sponsor (4 available) - \$1,000
Management Essentials Lunch Sponsor (4 available) - \$1,000
Management Essentials Attendee Confirmation Sponsor (4 available) - \$1,000
83.15 Administrator Course Snack Sponsor (5 available) - \$750
Legislative Day Folder Insert Sponsor (3 available) - \$500
~~83.15 Administrator Course Notepad Sponsor (2 available) – \$500 + notepads~~
~~Management Essentials Banner Sponsor (3 available) – \$500~~



2025 ANNUAL CONFERENCE
FEBRUARY 26-28, 2025
SPONSORSHIP OPPORTUNITIES



2025 ANNUAL CONFERENCE

FEBRUARY 26-28, 2025

SPONSORSHIP OPPORTUNITIES

All sponsors receive a pre-conference and post-conference attendee list to be utilized as a one-time marketing effort.

FULL CONFERENCE PROMOTION SPONSOR \$2,500

Here's a way to get your organization out in front of WALA members and event participants in a big way. WALA will include your company logo during the four-month promotion cycle for the 2025 Annual Conference. Your company will be highlighted in the Save the Date mailer, the Advanced Agenda along with marketing before, during, and after the conference.

ATTENDEE TOTE BAG SPONSOR \$2,500

For this opportunity, your logo will be printed on the tote bag that each attendee and exhibitor will receive. Additionally, you may include marketing materials in each tote bag.

OPENING KEYNOTE SPONSOR \$2,500

Your logo will be highlighted in the attendee agenda and on conference branded signage. In addition, you will have the option to place marketing materials on attendee chairs during our Opening Keynote. You must supply marketing materials to the WALA office no later than February 7, 2025.

EXHIBITOR DAY LUNCH SPONSOR \$2,500

Your company name and logo will be displayed on the sponsorship signs at each lunch station. In addition, you will have the option to place marketing materials on attendee chairs. You must supply marketing materials/labels to the WALA office no later than February 7, 2025.

EDUCATIONAL PRE-EVENT SPONSOR \$2,500

You will have the opportunity to place marketing materials at each attendee table during this session. You must supply marketing materials/labels to the WALA office no later than February 7, 2025.

HERO AWARD SPONSOR \$2,500

Support our 2025 Hero Award winners. Your company logo will be displayed on the application, as well as during the awards presentation at the conference.

OPENING EVENING RECEPTION/ENTERTAINMENT SPONSOR \$2,500

This sponsor will have an opportunity to speak at this event and place marketing materials at each table. You must supply marketing materials to the WALA office no later than February 7, 2025.



2025 ANNUAL CONFERENCE

FEBRUARY 26-28, 2025

SPONSORSHIP OPPORTUNITIES

EXHIBITOR DAY BREAKFAST SPONSOR \$2,500

As the breakfast sponsor, your name and logo will be displayed on the sponsorship signs posted at each breakfast station (in the exhibit hall).

LANYARD SPONSOR \$2,500

For this opportunity, your name and logo will be printed on lanyards used by all attendees throughout the event.

FINAL DAY BREAKFAST SPONSOR \$2,000

As the breakfast sponsor, your name and logo will be displayed on the sponsorship signs and you will have the opportunity to place materials at attendee tables.

THURSDAY PRIZE-DRAWING RECEPTION SPONSOR \$1,500

You will have an opportunity to not only give the welcoming address at this event, but also announce the winners in the exhibit hall as we conclude the second day of the conference.

AT-A-GLANCE AGENDA SPONSOR \$1,500

Your name and/or logo will be printed on the At-a-Glance insert that is supplied in registration envelopes to all attendees and exhibitors at the conference.

HALLWAY BANNER SPONSOR (6 AVAILABLE) \$1,500

Standing four feet tall and more than two feet wide, these freestanding signs will showcase your company message in high-traffic areas outside the exhibit hall for the duration of the conference. You will be responsible for supplying your own "signature" design (specs will be provided upon receipt of sponsorship).

ATTENDEE OVERALL EVENT EVALUATION SPONSOR \$1,000

With this sponsorship, your name and logo will be included on each electronic evaluation emailed to all conference attendees.

ATTENDEE EMAIL CONFIRMATION SPONSOR \$1,000

Your name and logo will be printed on the email confirmation sent to each registered conference attendee. A live link to your website will be included within each email.

REGISTRATION BOOTH SPONSOR \$1,000

As the registration booth sponsor, your name and logo will be displayed on each registration desk banner for the duration of the conference. This option offers terrific visibility for your organization in this high-traffic area.



2025 ANNUAL CONFERENCE FEBRUARY 26-28, 2025 SPONSORSHIP OPPORTUNITIES

TOTE BAG INSERT SPONSOR (LIMIT 6) \$1,000

Your choice of marketing materials will be inserted in the WALA conference attendee tote bags. You must supply marketing materials to the WALA office no later than February 7, 2025.

ADVOCACY AWARENESS SPONSOR \$1,000

Help advance WALA's commitment to advocacy for the assisted living profession by showing support to the WALA PAC table during the conference. Your name and logo will be featured in the conference agenda.

BREAKOUT SESSION SPONSOR (40 AVAILABLE) \$500

Your name and logo will be prominently displayed on signs at the entrance to each sponsored breakout session. In addition, you will have the opportunity to place one piece of marketing material on each attendee chair of the sponsored breakout session. You must supply marketing materials to the WALA office no later than February 7, 2025.

POWERPOINT ADVERTISEMENT SPONSOR (5 AVAILABLE) \$500

With this opportunity, you will receive one full marketing slide on the scrolling PowerPoint displayed in the primary event ballroom (exhibit hall) throughout the duration of the event. You must develop your own slide and submit it electronically to the WALA office no later than February 7, 2025.



2025 FALL CONFERENCE SEPTEMBER 23, 2025

SPONSORSHIP OPPORTUNITIES



2025 FALL CONFERENCE

SEPTEMBER 23, 2025

SPONSORSHIP OPPORTUNITIES

All sponsors receive a pre-conference and post-conference attendee list to be utilized as a one-time marketing effort.

ATTENDEE TOTE BAG SPONSOR \$2,500

Your logo will be printed on the tote bag that each attendee and exhibitor will receive. In addition, you may include marketing materials in each tote bag. You must supply marketing materials to the WALA office no later than one month prior to the event.

FULL CONFERENCE PROMOTIONAL SPONSOR \$2,500

Here's a way to get your organization out in front of WALA members and event participants in a big way. WALA will include your company logo during the four-month promotion cycle for the 2025 Fall Conference. Your company will be highlighted in the Advanced Agenda, along with marketing before, during, and after the conference.

EVENING RECEPTION/NETWORKING SPONSOR \$2,000

You will have an opportunity to welcome attendees to the Fall Conference by placing marketing materials at each table. You must supply marketing materials to the WALA office no later than one month prior to the event.

OPENING SESSION SPONSOR \$2,000

Take this opportunity to allow your company to be highlighted in the agenda, on special event signage and throughout the conference. You will have the option to place marketing materials on attendee chairs. You must supply marketing materials to the WALA office no later than one month prior to the event.

LUNCH SPONSOR \$1,500

Your organization will have its name and logo displayed through sponsorship signage. In addition, you will have the option to place marketing materials at each lunch table setting. You must supply marketing materials to the WALA office no later than one month prior to the event.

BREAKFAST SPONSOR \$1,500

As the breakfast sponsor, your name and logo will be displayed on the sponsorship signs posted at each breakfast station (in the exhibit hall).

LANYARD SPONSOR \$1,500

Your name and logo will be printed on lanyards used by all attendees throughout the event. You will be invoiced for the lanyards, which the WALA staff will order to your specifications.



2025 FALL CONFERENCE

SEPTEMBER 23, 2025

SPONSORSHIP OPPORTUNITIES

ATTENDEE OVERALL EVENT EVALUATION SPONSOR \$1,000

Your name and logo will be included on each electronic evaluation emailed to all conference attendees.

REGISTRATION BOOTH SPONSOR \$1,000

As the registration booth sponsor, your name and logo will be displayed at each registration area for the duration of the conference. This option offers terrific visibility for your organization in this high-traffic area.

AT-A-GLANCE AGENDA SPONSOR \$1,000

Your name and/or logo will be printed on the At-a-Glance insert that is supplied in registration envelopes to all attendees and exhibitors at the conference.

COMPANY HALLWAY BANNER (6 AVAILABLE) \$750

Standing four feet tall and more than two feet wide, these freestanding signs will showcase your company message in high-traffic areas outside the exhibit hall for the duration of the conference. You will be responsible for supplying your own "signature" design (specs will be provided upon receipt of sponsorship).

ATTENDEE EMAIL CONFIRMATION SPONSOR \$500

Your name and logo will be printed on the email confirmation sent to each registered attendee. A live link to your website will be included within each message.

BREAKOUT SESSION SPONSOR (20 AVAILABLE) \$500

Your name and logo will be printed on signs prominently displayed at the entrance to each sponsored breakout session. You will also have the opportunity to have one piece of marketing material placed on each attendee chair of the sponsored breakout session..

TOTE BAG INSERT SPONSOR (3 AVAILABLE) \$500

Your choice of marketing materials will be inserted in the WALA conference attendee tote bags. You must supply marketing materials to the WALA office no later than one month prior to the event.

POWERPOINT ADVERTISEMENT SPONSOR \$250

You will receive one full marketing slide on the rolling PowerPoint shown throughout the duration of the event in the exhibit hall. You must develop your own slide and submit it electronically to the WALA office no later than one month prior to the event.



2025 ANNUAL AUTUMN GOLF CLASSIC AUGUST 27, 2025

SPONSORSHIP OPPORTUNITIES



2025 ANNUAL AUTUMN GOLF CLASSIC AUGUST 27, 2025

SPONSORSHIP OPPORTUNITIES

AWARDS RECEPTION SPONSOR \$1,000

Looking for a way to prominently show your support for the 2024 WALA Autumn Golf Classic? This top-tier sponsorship includes announced acknowledgement at reception, recognition in marketing materials, and signage at the event. You will have the option to announce winners of the various awards categories.

LUNCH SPONSOR \$1,000

Help attendees tee up for a great day of golf with this sponsorship that reaches all event participants. Recognition during the event, marketing materials, and signage will be included. You will also have the option to add one marketing item to each boxed lunch. WALA staff will coordinate this opportunity with you.

GOLF EVENT PROMOTION SPONSOR \$1,000

Your event sponsorship offers visibility in all marketing efforts prior to the event. It starts during the WALA Annual Conference and lasts throughout the promotion cycle. Recognition during the event and signage with your logo will be included.

WEATHER SPONSOR \$1,000

As the weather sponsor, you will be responsible for ensuring there is weather for the event. Recognition during the event and signage will be included.

GOLF CART SPONSOR \$1,000

Your sponsorship includes recognition during the event and signage. You may provide promotional items for the carts. You must supply any pieces and send them to the WALA office by August 1, 2025.

GOLF CART GPS ADVERTISING SPONSOR \$1,000

Your sponsorship is ideal for the company that wants an innovative and high-visibility sponsorship at the event. Your name and logo will be actively displayed via GPS readout on every cart that is part of the outing.

PUTTING GREEN SPONSOR \$750

Get in front of our participants while they tune up their game. Recognition during the event and signage at the putting green will be included.

BEVERAGE CART SPONSOR (4 AVAILABLE) \$500

This sponsorship includes a sponsor sign on a beverage cart, recognition in the program, and signage at the event.



2025 ANNUAL AUTUMN GOLF CLASSIC AUGUST 27, 2025

SPONSORSHIP OPPORTUNITIES

EVENT WINNER PRIZE SPONSOR (5 AVAILABLE) \$500

Your sponsorship includes recognition at the drawing, acknowledgment in the program, and major signage at the event. You will have the opportunity to announce the event winners.

HOLE SPONSORS (18 AVAILABLE) \$350

Your sponsorship includes a sponsor sign at one tee, recognition in the program, and signage at the event. You must supply artwork and send it to WALA by August 1, 2024.

RAFFLE PRIZE SPONSORS (10 AVAILABLE) \$150

Sponsors' prizes will be obtained on their behalf by WALA staff. Signage and recognition during the event will be included.



ADDITIONAL EVENTS THROUGHOUT 2025

SPONSORSHIP OPPORTUNITIES



ADDITIONAL EVENTS THROUGHOUT 2025

SPONSORSHIP OPPORTUNITIES

LEGISLATIVE DAY PROMOTION SPONSOR \$1,000

Your sponsorship will be displayed throughout the promotion window of our event including all emails and communication with attendees. There will also be a banner on site displaying your logo.

LEGISLATIVE DAY LUNCH SPONSOR \$1,000

Sponsor the lunch shared among attendees before our legislative meetings at the Capitol. Includes signage displayed during lunch.

83.15 ADMINISTRATOR COURSE ATTENDEE CONFIRMATION SPONSOR \$1,000

Your sponsorship will have its logo linked and included in each student's confirmation email throughout the year. Additional opportunity to have materials available to students at each course available.

MANAGEMENT ESSENTIALS PROMOTION SPONSOR (4 AVAILABLE) \$1,000

You may select which class to sponsor. Your logo would be on display for all promotion of selected class and you'll have the opportunity to have marketing materials available to all students at the class.

MANAGEMENT ESSENTIALS LUNCH SPONSOR (4 AVAILABLE) \$1,000

You may select which management essential class to sponsor lunch. You're welcome to join us during lunch and take a few minutes to speak to the class. WALA will provide lunch to all attendees on your behalf.

MANAGEMENT ESSENTIALS ATTENDEE CONFIRMATION SPONSOR (4 AVAILABLE) \$1,000

You may select which management essential class to sponsor and have your logo on display for all registered students confirmation emails. Additional opportunity to have marketing materials on site and available to all students in attendance.

83.15 ADMINISTRATOR COURSE SNACK SPONSOR (5 AVAILABLE) \$750

Your sponsorship will be included in signage during one of the breaks at an administrator course. At the selected course, you can also provide marketing material to be handed out to the students. If timing permits, you may also have the opportunity to join class for a short period during sponsored break.



ADDITIONAL EVENTS THROUGHOUT 2025

SPONSORSHIP OPPORTUNITIES

LEGISLATIVE DAY FOLDER INSERT SPONSOR (3 AVAILABLE) \$500

Each attendee receives a folder pertaining to their meeting information along with topics for discussion. You have the opportunity to include a piece of marketing in each attendee folder. Materials need to be to the WALA office no later than March 1, 2025.

83.15 ADMINISTRATOR COURSE NOTEPAD SPONSOR (2 AVAILABLE) \$500 + NOTEPADS

You provide notepads for each of the students in class to utilize during their learning experience. Additional marketing material may also be shared.

MANAGEMENT ESSENTIALS BANNER SPONSOR (3 AVAILABLE) \$500

You will be on display at each management essential course throughout the year. Additional opportunity to have marketing materials on site and available to all students in attendance.