



WISCONSIN ASSISTED LIVING ASSOCIATION

2026 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, 2026 through December 31, 2026. The deadline for sponsorship commitment is Friday, December 5, 2025 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 (\$14,000 VALUE)



**WALA ELITE
BUSINESS
SPONSOR**

- Associate Membership (\$1,600 value)
- Annual Conference Exhibit Space (up to \$1,600 value)
- Annual Conference Sponsorship (choose up to \$3,000)
- Golf Event Foursome (\$900 value)
- Golf Event Golf Sponsorship (choose up to \$1,000)
- 4 Annual Conference Registrations – transferable to clients of your organization (\$1,800 value)
- 4 Pre-event and Networking Reception registrations for Annual Conference (\$800 value)
- WALA Advocate Newsletter Ad - full page in all three 2026 editions - online with live links (\$1,700 value)
- Additional WALA Events: Throughout the year, select up to three opportunities to sponsor (\$1,600 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
- Mailing lists of registered attendees for the Annual 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
- Company name and logo on signage and/or PowerPoint presentations at Annual 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 (\$11,000 VALUE)



WALA INDUSTRY CHAMPION SPONSOR



- Associate Membership (\$1,600 value)
- Annual Conference Exhibit Space (up to \$1,600 value)
- Annual Conference Sponsorship (choose up to \$2,500)
- Golf Event Foursome (\$900 value)
- Golf Event Golf Sponsorship (choose up to \$750)
- 2 Annual Conference Registrations – transferable to clients of your organization (\$800 value)
- 2 Pre-event and Networking Reception registrations for Annual Conference (\$400 value)
- WALA Advocate Newsletter Ad - 1/2 page in all three 2026 editions - online with live links (\$1,450 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
- Mailing lists of registered attendees for the Annual Conference
- Company logo on the conference sponsor section of the WALA website
- Company name and logo in event brochures – Annual Conference
- Sponsor ribbon on name badge at Annual 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 (\$9,000 VALUE)



- Associate Membership (\$1,600 value)
- Annual Conference Exhibit Space (up to \$1,600 value)
- Annual Conference Sponsorship (choose up to \$2,000)
- Golf Event Foursome (\$900 value)
- Golf Event Golf Sponsorship (choose up to \$500)
- 1 Annual Conference Registration – transferable to clients of your organization (\$400 value)
- 2 Pre-event and Networking Reception registration for Annual Conference (\$400 value)
- WALA Advocate Newsletter Ad - 1/4 page in all three 2026 editions - online with live links (\$1,100 value)
- Additional WALA Events: Throughout the year, select up to one opportunity to sponsor (\$500 value)



ADDITIONAL RECOGNITION

- Company name and logo in pre-event brochures for the Annual Conference
- Mailing lists of registered attendees for the Annual Conference
- Company logo on the conference sponsor section of the WALA website
- Company name and logo in event brochures – Annual Conference
- Sponsor ribbon on name badge at Annual 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

2026 WALA ANNUAL SPONSORSHIP COMMITMENT APPLICATION

Please complete the following information and submit to WALA by December 5, 2025

Note – Sponsorship selections are on a first come, first served basis. We recommend requesting an updated list of available options as the December 5 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 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 2026 based upon your Sponsorship Program selection – Elite, Industry Champion, or Innovator

2026 ANNUAL CONFERENCE

~~Full Conference Promotion Sponsor \$3,000~~

~~Attendee Tote Bag Sponsor \$3,000~~

~~Opening Keynote Sponsor \$3,000~~

~~Exhibitor Day Lunch Sponsor - \$3,000~~

~~Opening Entertainment Reception Sponsor \$3,000~~

~~Exhibit Day Breakfast Sponsor \$2,500~~

~~Hero Award Sponsor \$2,500~~

~~Final Day Breakfast Sponsor \$2,000~~

~~Educational Pre-Event Sponsor \$2,000~~

~~At A Glance Agenda Sponsor \$2,000~~

~~Lanyard Sponsor \$2,000~~

~~Thursday Prize Drawing/Cornhole Reception \$2,000~~

~~Hallway Banner Sponsor – (6 available) \$1,500~~

~~Attendee Email Confirmation Sponsor \$1,500~~

~~Registration Booth Sponsor \$1,500~~

~~Attendee Overall Event Evaluation Sponsor \$1,000~~

~~Tote Bag Insert Sponsor – (limit 6) \$1,000~~

~~Advocacy Awareness Sponsor - \$1,000~~

~~Breakout Session Sponsor – (40 available) - \$500~~

~~PowerPoint Advertisement Sponsor \$500~~

2026 ANNUAL AUTUMN GOLF CLASSIC

~~Awards Reception Sponsor \$1,500~~

~~Lunch Sponsor - \$1,500~~

~~Golf Event Promotion Sponsor \$1,500~~

~~Golf Cart Sponsor \$1,000~~

~~Weather Sponsor - \$1,000~~

~~Golf Cart GPS Advertising Sponsor \$1,000~~

~~Putting Green Sponsor - \$750~~

~~Beverage Cart Sponsor (4 available) - \$750~~

~~Event Winner Prize Sponsors (5 available) - \$500~~

~~Hole Sponsors (18 available) - \$300~~

~~Raffle Prize Sponsors (10 available) - \$200~~

2026 ADDITIONAL EVENTS

~~83.15 Administrator Course Attendee Confirmation Sponsor \$1,500~~

~~Management Essentials Promotion Sponsor (4 available) - \$1,500~~

~~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) - \$1,000~~

~~83.15 Administrator Course Notepad Sponsor (2 available) \$500 + notepads~~

~~Management Essentials Banner Sponsor (3 available) \$500~~



2026 ANNUAL CONFERENCE FEBRUARY 25-27, 2026

SPONSORSHIP OPPORTUNITIES



2026 ANNUAL CONFERENCE

FEBRUARY 25-27, 2026

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 \$3,000

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 2026 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 \$3,000

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 \$3,000

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, 2026.

EXHIBITOR DAY LUNCH SPONSOR \$3,000

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, 2026.

EDUCATIONAL PRE-EVENT SPONSOR \$2,000

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, 2026.

HERO AWARD SPONSOR \$3,000

Support our 2026 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 \$3,000

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, 2026.

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).



2026 ANNUAL CONFERENCE

FEBRUARY 25-27, 2026

SPONSORSHIP OPPORTUNITIES

LANYARD SPONSOR \$2,000

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/CORNHOLE RECEPTION SPONSOR \$2,000

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 \$2,000

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.

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 \$1,500

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 \$1,500

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.

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, 2026.



2026 ANNUAL CONFERENCE

FEBRUARY 25-27, 2026

SPONSORSHIP OPPORTUNITIES

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, 2026.

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, 2026.



2026 ANNUAL AUTUMN GOLF CLASSIC AUGUST 26, 2026

SPONSORSHIP OPPORTUNITIES



2026 ANNUAL AUTUMN GOLF CLASSIC AUGUST 26, 2026

SPONSORSHIP OPPORTUNITIES

AWARDS RECEPTION SPONSOR \$1,500

Looking for a way to prominently show your support for the 2026 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 \$1,500

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 \$1,500

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.

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, 2026.

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) \$750

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

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) \$300

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, 2026.

RAFFLE PRIZE SPONSORS (10 AVAILABLE) \$200

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



**ADDITIONAL EVENTS
THROUGHOUT 2026**

SPONSORSHIP OPPORTUNITIES



ADDITIONAL EVENTS THROUGHOUT 2026

SPONSORSHIP OPPORTUNITIES

83.15 ADMINISTRATOR COURSE ATTENDEE CONFIRMATION SPONSOR \$1,500

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) \$1,500

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 and briefly address the class. WALA will provide lunch 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) \$1,000

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.

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.