



Sponsorship Opportunities

2 great events in 2020, our final conference in Madison, and our new home starting in November of 2020 in Wisconsin Dells.

55th Annual Conference
February 18–20, 2020
Monona Terrace | Madison



56th Annual Conference
November 4–6, 2020
Kalahari | Wisconsin Dells



If you are a vendor serving the Wisconsin educational community, sponsoring at the WSCA State Conference is the best way to maximize your company's exposure to over 1,100 professionals from around the state. We have several sponsorship packages for you to choose from, ranging from \$500 to \$4,000, with higher levels that waive registration and advertising costs.

We are excited to offer sponsors of the 2019-2020 WSCA Conference (Monona Terrace) a special opportunity to lock in the same rates for the 2020-2021 WSCA Conference (Kalahari). These rates are **ONLY** available to 2019-2020 sponsors. Sponsor rates **WILL** increase at the Kalahari due to higher expenses.

Have you heard the news that the Wisconsin School Counselor Association is making some **BIG** changes to our annual conference?

We are having a **FAREWELL MADISON CELEBRATION** as part of the annual WSCA conference for the 2019-2020 school year at the Monona Terrace on February 18-20, 2020. *Madison has been an amazing host to our conference for the past several years.*

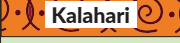
We are excited to share that our annual conference starting in the 2020-2021 school year will be moving not just location but the time of year (no more snow, ice storms, conflicts with state testing!). Join us for this big change November 4-6, 2020 at the Kalahari in Wisconsin Dells.

We are excited to offer sponsors of the 2019-2020 WSCA Conference (Monona Terrace) a special opportunity to lock in the same rates for the 2020-2021 WSCA Conference (Kalahari). These rates are **ONLY** available to 2019-2020 sponsors. Sponsor rates **WILL** increase at the Kalahari due to higher expenses.

15 Conference Sponsorships

SPONSORSHIPS	BENEFITS	LOCATION/DATE	
Brunch Sponsor (Exclusive) \$4,000	<ul style="list-style-type: none"> • Opportunity to present for 3-5 minutes to the group, and welcome everyone to the brunch • Ad included in announcements projected before brunch • Listed in conference program and on website as a sponsor for WSCA Conference • 1 complimentary exhibit table (Valued at \$384) • 1 half-page black and white ad in conference program • Opportunity to place your organization/company literature or giveaways at each brunch place setting • Prominent logo placement on sponsor recognition banner, displayed throughout conference • Major signage displayed at entrance doors to the brunch indicating the Brunch Sponsor • Brunch is named after your organization/company (or whatever branding requested) and will appear in conference program, conference website, and any publication where brunch is listed • 3 reservations at Keynote Brunch. Seats located near the speaker's platform may be used for organization employees or other special guests (Valued at \$105) 	Monona Terrace	Kalahari
		February 20	November 6
Participants Tote Bag (Exclusive) \$3,500	<ul style="list-style-type: none"> • Organization's name and logo will be only sponsor featured on Participants Tote Bag • May insert company material into conference program (Valued at \$350) • Listed in conference program and on website as a sponsor for WSCA Conference • 1 complimentary exhibit table (Valued at \$384) • Full-page ad in conference program (Valued at \$1,000) • Prominent logo placement on sponsor recognition banner, displayed throughout conference • 3 reservations at Keynote Brunch. Seats located near the speaker's platform may be used for organization employees or other special guests (Valued at \$105) 	February 18-20	November 4-6
Preconference Sponsor (Exclusive) \$2,500	<ul style="list-style-type: none"> • May insert company material into conference program (Valued at \$350) • Listed in conference program and on website as a sponsor for WSCA Conference • 1 complimentary exhibit table (Valued at \$384) • 1 half-page black and white ad in conference program • 1 preconference registration (full day) • Prominent logo placement on sponsor recognition banner, displayed throughout conference • Major signage displayed indicating your organization as the Preconference Sponsor • Organization logo included in confirmation email to all preconference participants • Organization/company name will be included on conference app • 3 reservations at Keynote Brunch. Seats located near the speaker's platform may be used for organization employees or other special guests (Valued at \$105) 	February 18	November 4
Opening Keynote Speaker Sponsor (Exclusive) \$2,500	<ul style="list-style-type: none"> • Organization representative introduced and given 2-3 minutes to welcome guests to opening keynote session and introduce keynote speaker • May insert company material into conference program (Valued at \$350) • Listed in conference program and on website as a sponsor for WSCA Conference • 1 complimentary exhibit table (Valued at \$384) • 1 half-page black and white ad in conference program • Prominent logo placement on sponsor recognition banner, displayed throughout conference • Rotating ad (100 words) of company on video screen at opening session • 3 reservations at Keynote Brunch. Seats located near the speaker's platform may be used for organization employees or other special guests (Valued at \$105) 	Wednesday February 19 Dr. Ross Greene	November 5 Dr. Mandy Savitz-Romer

15 Conference Sponsorships

SPONSORSHIPS	BENEFITS	LOCATION/DATE	
Closing Keynote Speaker Sponsor (Exclusive) \$2,500	<ul style="list-style-type: none"> Organization representative introduced and given 2-3 minutes to welcome guests to closing keynote session and introduce the keynote speaker May insert company material into conference program (Valued at \$350) Listed in conference program and on website as a sponsor for WSCA Conference 1 complimentary exhibit table (Valued at \$384) 1 half-page black and white ad in conference program Prominent logo placement on sponsor recognition banner, displayed throughout conference Rotating ad (100 words) of company on video screen at opening session 3 reservations at Keynote Brunch. Seats located near the speaker's platform may be used for organization employees or other special guests (Valued at \$105) 	Monona Terrace 	
		Thursday February 20 Dr. Niraj Nijhawan	Friday November 6 Tim Clue
School Counselor of the Year & Professional Recognition (Exclusive) \$2,500	<ul style="list-style-type: none"> Organization representative introduced and given 2-3 minutes to welcome guests and introduce the Wisconsin School Counselor of the Year Logo recognition on signage at the entrance to the ceremony May insert company material into conference program (Valued at \$350) Dedicated recognition displayed throughout Award's Ceremony indicating your organization as the sponsor. Also noted in conference program Listed in conference program and on website as a sponsor for WSCA Conference 1 complimentary exhibit table (Valued at \$384) Full-page ad in conference program (Valued at \$1,000) Prominent logo placement on sponsor recognition banner, displayed throughout conference 3 reservations at Keynote Brunch. Seats located near the speaker's platform may be used for organization employees or other special guests (Valued at \$105) 	February 19	November 5
Leadership Academy Sponsor (Exclusive) \$2,500	<ul style="list-style-type: none"> Organization representative introduced and given 2-3 minutes to welcome guests and introduce the Leadership Academy graduates Logo recognition on signage at the entrance to the ceremony May insert company material into conference program (Valued at \$350) Dedicated recognition displayed throughout Leadership Academy Graduation indicating your organization as the sponsor. Also noted in the conference program Listed in conference program and on website as a sponsor for WSCA Conference Full-page ad in conference program (Valued at \$1,000) 1 complimentary exhibit table (Valued at \$384) Prominent logo placement on sponsor recognition banner, displayed throughout conference 3 reservations at Keynote Brunch. Seats located near the speaker's platform may be used for organization employees or other special guests (Valued at \$105) 	February 20	November 6
Box Lunch & Dessert Sponsor (Exclusive) \$2,000	<ul style="list-style-type: none"> Major signage displayed at box lunch pick-up and dessert bar indicating your organization as the sole Box Lunch and Desserts Sponsor May insert company material into conference program (Valued at \$350) Listed in conference program and on website as a sponsor for WSCA Conference 1 complimentary exhibit table (Valued at \$384) 1 half-page black and white ad in conference program Prominent logo placement on sponsor recognition banner, displayed throughout conference 3 reservations at Keynote Brunch. Seats near speaker's platform may be used for organization employees or other special guests (Valued at \$105) 	February 19	November 5
Nutrition Break Sponsor (Exclusive) \$2,000	<ul style="list-style-type: none"> Major signage displayed at nutrition break areas indicating your organization as the Nutrition Break Sponsor May insert company material into conference program (Valued at \$350) Listed in conference program and on website as a sponsor for WSCA Conference 1 complimentary exhibit table (Valued at \$384) 1 half-page black and white ad in conference program Prominent logo placement on sponsor recognition banner, displayed throughout conference 3 reservations at Keynote Brunch. Seats located near the speaker's platform may be used for organization employees or other special guests (Valued at \$105) 	February 19	November 5
Breakout Sectional Room Sponsor (Limited) \$1,500	<ul style="list-style-type: none"> Organization/company will be assigned a dedicated breakout sectional room Recognition signage with logo at entrance of assigned sectional room Listed in conference program and on website as a sponsor for WSCA Conference Marketing materials displayed and available to everyone who enters your assigned sectional room May decorate sectional room with your posters, marketing materials, colors/banners/etc. 1 complimentary exhibit table (Valued at \$384) 1 quarter-page black and white ad in conference program Organization/company name included on Conference App Prominent logo placement on sponsor recognition banner, displayed throughout conference 	February 18-20	November 4-6

15 Conference Sponsorships

SPONSORSHIPS	BENEFITS	LOCATION/DATE	
Professional Headshots (Exclusive) \$1,000	<ul style="list-style-type: none"> Company logo on all informational communication given to attendees before and during conference regarding professional headshots Major signage displayed indicating your organization as the Professional Headshots Sponsor Logo placement on sponsor recognition banner, displayed throughout conference 1 complimentary exhibit table (Valued at \$384) Sponsor name/logo, booth number and website included on download instruction card given to participants when photo is taken 1 quarter-page black and white ad included in conference program Listed in conference program and on website as a sponsor for WSCA Conference 	Monona Terrace	Kalahari
		February 19–20	November 5–6
Shuttle Bus Sponsor (Exclusive) \$1,000	<ul style="list-style-type: none"> Company logo on all informational communication to attendees before and during conference regarding shuttle service High-profile signage on interior of the bus for riders to see 1 quarter-page black and white ad included in the conference program 1 complimentary exhibit table (Valued at \$384) 	February 19–20	November 4
FAREWELL MADISON RECEPTION Sponsor (Limited) \$750	<ul style="list-style-type: none"> Major signage displayed at event indicating your organization as Reception Sponsor Listed in conference program and on website as a sponsor for WSCA Conference Logo placement on sponsor recognition banner, displayed throughout conference 1 quarter-page black and white ad in conference program 	February 19	N/A
Coffee Sponsor (Exclusive) \$500	<ul style="list-style-type: none"> Listed in conference program and on website as a sponsor for WSCA Conference Logo placement on sponsor recognition banner, displayed throughout conference Major signage displayed indicating your organization as Coffee Sponsor 	Exclusive Sponsor on February 18 Exclusive Sponsor on February 19 Exclusive Sponsor on February 20	Exclusive Sponsor on November 4 Exclusive Sponsor on November 5 Exclusive Sponsor on November 6
Popcorn Sponsor (Exclusive) \$500	<ul style="list-style-type: none"> Listed in conference program and on website as a sponsor for WSCA Conference Logo placement on sponsor recognition banner, displayed throughout conference Major signage displayed indicating organization as Popcorn Sponsor 	February 19	November 5
Conference Booklet Inserts \$350	<ul style="list-style-type: none"> 1-page insert (1,200 copies) will be placed in conference program <i>Please be sure all of the boxes/materials you ship are clearly marked with the event name and date (e.g. WSCA Conference – February 18–20, 2020).</i>	February 18–20	November 4–6

Advertising Opportunities

AD OPTIONS	SIZES (w x h)	LOCATION/DATE	
Full-Page Back Cover Ad in Program (Color) \$1,250	7.5" x 9.5"	Monona Terrace	Kalahari
		February 18–20	November 4–6
Full-Page Inside Front Cover Ad in Program (Color) \$1,100	7.5" x 9.5"	February 18–20	November 4–6
Full-Page Inside Back Cover Ad in Program (Color) \$1,100	7.5" x 9.5"	February 18–20	November 4–6
Half-Page Ad in Program (Black and White) \$600	3.5" x 9.5" (Vertical) 7.5" x 4.75" (Horizontal)	February 18–20	November 4–6
Quarter-Page Ad in Program (Black and White) \$300	3.5" x 4.75"	February 18–20	November 4–6
E-Blast Banner Ad <i>Only five opportunities available!</i> \$400	600 x 100 pixels 72 dpi	February 18–20	November 4–6

Sponsorship Agreement

My company agrees to the following sponsorship level at the 55th and/or the 56th Annual WSCA Conference. Please check the level you wish to sponsor. Sponsorships must be received by January 24, 2020 to be included in the February and November conference final conference program.

Company Name (as it should appear in event materials) _____

Contact Name _____

Company Web Address _____

WSCA will place your company logo and link to your website on the "WSCA Conference Sponsors" webpage. Please email your company logo (600 px. wide • 100 px. high, 72 dpi, JPG or PNG) to admin@wscaweb.org.

Contact Information

Address _____ City _____ State _____ Zip Code _____

Phone _____ Email _____

Total Sponsorship Payment
(Due January 24, 2020)

Payment Information ☐ Check (make payable to WI School Counselor Association) or Credit Card: ☐ VISA ☐ MasterCard

Credit Card # _____ Expiration Date _____ Security Code (CVV) _____

Name on Card _____ Signature _____

Mail Payment To: 1005 Quinn Drive, Suite 158, Waunakee WI 53597 | FAX: (855) 756-9002 | Phone: (608) 204-9825 | Email: admin@wscaweb.org

Choose Your Sponsorship

Special early bird sponsorship rates are now available! All 55th Annual Conference (Monona Terrace) sponsors are eligible to receive a reduced rate on sponsorships for the 56th Annual Conference at the NEW Kalahari location. You must be a sponsor at both events to receive the (Kalahari) rates below. If you choose to only sponsor the conference at the Kalahari, the rates for that conference will increase. A sponsorship booklet will be available in February with the new (higher) rates reflected.

You may select different sponsorships at each conference.

55th Annual Conference 2019-2020 | Monona Terrace

- ☐ Brunch Sponsor (Exclusive) \$4,000 • February 20
- ☐ Participants Tote Bag (Exclusive) \$3,500 • February 18–20
- ☐ Preconference Sponsor (Exclusive) \$2,500 • February 18
- ☐ Opening Keynote Speaker Sponsor (Exclusive) \$2,500 • February 19
- ☐ Closing Keynote Speaker Sponsor (Exclusive) \$2,500 • February 20
- ☐ School Counselor of the Year & Professional Recognition (Exclusive) \$2,500 • February 19
- ☐ Leadership Academy Sponsor (Exclusive) \$2,500 • February 20
- ☐ Box Lunch & Dessert Sponsor (Exclusive) \$2,000 • February 19
- ☐ Nutrition Break Sponsor (Exclusive) \$2,000 • February 19
- ☐ Breakout Sectional Room Sponsor (Limited) \$1,500 • February 18–20
- ☐ Professional Headshots (Exclusive) \$1,000 • February 19–20
- ☐ Shuttle Bus Sponsor (Exclusive) \$1,000 • February 19–20
- ☐ Farewell Madison Reception Sponsor (Limited) \$750 • February 19
- ☐ Coffee Sponsor (Exclusive) \$500 • February 18
- ☐ Coffee Sponsor (Exclusive) \$500 • February 19
- ☐ Coffee Sponsor (Exclusive) \$500 • February 20
- ☐ Popcorn Sponsor (Exclusive) \$500 • February 19
- ☐ Conference Booklet Inserts \$350 • February 18–20

Advertising Opportunities

- ☐ Full-Page Back Cover Ad in Program (Color) \$1,250
- ☐ Full-Page Inside Front Cover Ad in Program (Color) \$1,100
- ☐ Full-Page Inside Back Cover Ad in Program (Color) \$1,100
- ☐ Half-Page Ad in Program (Black and White) \$600
- ☐ Quarter-Page Ad in Program (Black and White) \$300
- ☐ E-Blast Banner Ad (Only five opportunities available!) \$400

56th Annual Conference 2020-2021 | Kalahari

- ☐ Brunch Sponsor (Exclusive) \$4,000 • November 6
- ☐ Participants Tote Bag (Exclusive) \$3,500 • November 4–6
- ☐ Preconference Sponsor (Exclusive) \$2,500 • November 4
- ☐ Opening Keynote Speaker Sponsor (Exclusive) \$2,500 • November 5
- ☐ Closing Keynote Speaker Sponsor (Exclusive) \$2,500 • November 6
- ☐ School Counselor of the Year & Professional Recognition (Exclusive) \$2,500 • November 5
- ☐ Leadership Academy Sponsor (Exclusive) \$2,500 • November 6
- ☐ Box Lunch & Dessert Sponsor (Exclusive) \$2,000 • November 5
- ☐ Nutrition Break Sponsor (Exclusive) \$2,000 • November 5
- ☐ Breakout Sectional Room Sponsor (Limited) \$1,500 • November 4–6
- ☐ Professional Headshots (Exclusive) \$1,000 • November 5–6
- ☐ Shuttle Bus Sponsor (Exclusive) \$1,000 • November 4
- ☐ Coffee Sponsor (Exclusive) \$500 • November 4
- ☐ Coffee Sponsor (Exclusive) \$500 • November 5
- ☐ Coffee Sponsor (Exclusive) \$500 • November 6
- ☐ Popcorn Sponsor (Exclusive) \$500 • November 5
- ☐ Conference Booklet Inserts \$350 • November 4–6

Advertising Opportunities

- ☐ Full-Page Back Cover Ad in Program (Color) \$1,250
- ☐ Full-Page Inside Front Cover Ad in Program (Color) \$1,100
- ☐ Full-Page Inside Back Cover Ad in Program (Color) \$1,100
- ☐ Half-Page Ad in Program (Black and White) \$600
- ☐ Quarter-Page Ad in Program (Black and White) \$300
- ☐ E-Blast Banner Ad (Only five opportunities available!) \$400