

# Annual Partnership Opportunities

School Counselors are essential to the lifelong learning and success of all students.

WSCA's vision is for Wisconsin to be a model for excellence in equitable school counseling practice, exemplified by the advocacy, leadership, and expertise of its members.

Our association provides professional development to over 1500 school counselors in Wisconsin.



WISCONSIN SCHOOL  
COUNSELOR ASSOCIATION  
1005 QUINN DRIVE  
WAUNAKEE, WI 53597  
608-204-9825  
ADMIN@WSCAWEB.ORG

PROSPECTUS  
UPDATED  
MAY 2025



OUR MISSION

# Why Partner With Us?

Partnering with WCSA allows you to reach a large, targeted audience of school counselors who trust that WCSA works with stakeholders from whom they can learn and benefit. If you offer a product or service that supports academic, career development, post-secondary access, or the social/emotional well-being of youth, we hope you'll choose WCSA as your partner!

Brand visibility alone doesn't help share the full picture of what your organization has to offer. **WCSA views our partners as thought leaders and trusted experts in your fields**, and working to ensure our members see you the same way is our biggest goal.



## WCSA BY THE NUMBERS



68% OF SCHOOL COUNSELORS IN WISCONSIN ARE MEMBERS OF WCSA



~90% OF SCHOOL COUNSELORS IN WISCONSIN ARE ON WCSA'S EMAIL LIST



10K+ SCHOOL ADMINISTRATORS ARE ON WCSA'S EMAIL LIST



337K IMPRESSIONS ANNUALLY ON WCSA'S WEBSITE



49%-58% OPEN RATE AVERAGES ON EMAILS TO WCSA'S EMAIL LIST



3,528 SOCIAL MEDIA FOLLOWERS ACROSS WCSA'S PLATFORMS



PARTNER UP

# Partner Packages



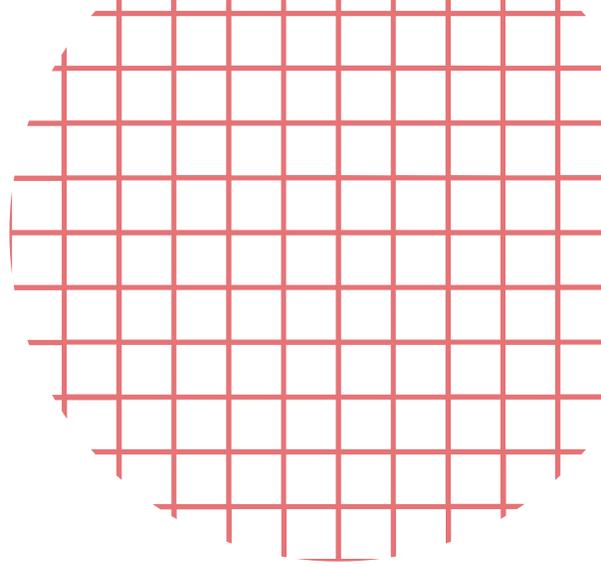
At WSCA, we offer a number of different partnership packages to meet the varying needs of partners of any type with any budget.

						Bundle or Recognition Only Opportunities	
Unique Benefits		Platinum \$7,500	Gold \$5,000	Silver \$3,000	Bronze \$1,500	Friend of School Counseling \$250	College & Career Bundle \$1,000
Advertising	Ad on WSCA Website linked to company website	★ <i>Leaderboard &amp; Bottom Banner</i>	★ <i>Leaderboard</i>	★ <i>Bottom Banner</i>			
	Ad in monthly electronic newsletter WSCALink	★ <i>12 Months</i>	★ <i>12 Months</i>	★ <i>6 Months</i>	★ <i>1 Month</i>		
Content Sharing	Eblast or Pop-Up Survey sent to 3000+ school counselors	★	★				
	WSCALink Article & Online Learning Presentation or Recording	★	★				
	Fall Career & College Resource Packet Participation	★	★	★			★
	Company post on WSCA Social Media	★ <i>5 times</i>	★ <i>3 times</i>	★ <i>1 time</i>	★ <i>1 time</i>		
	Special Event Sponsorship Recognition & Materials Distribution ( <i>Choice of Event</i> )	★	★				
Conference Participation	Exhibit Booth at our annual conference	★ <i>Red Level (Premium Location)</i>	★ <i>Yellow Level</i>	★ <i>Yellow Level</i>	★ <i>Yellow Level</i>		★ <i>Yellow Level</i>
	Conference Sponsorship (For Use During Year of Sponsorship)	★ <i>Choice of Gold Level Conference Sponsorship</i>	★ <i>Choice of Silver Level Conference Sponsorship</i>	★ <i>Choice of Bronze Level Conference Sponsorship</i>	★ <i>Choice of Bronze Level Conference Sponsorship</i>		
	Additional Conference Participation (For Use During Year of Sponsorship)			★ <i>1/4 Page Program Ad; Program Inserts; 1 Registration</i>			
<p><b>No matter your level, all annual partners get the following:</b>            -Profile of your company on the WSCA website            -Profile of your company on the WSCA Members "Find Solutions" Directory with ability to provide content            -Use of "WSCA Annual Sponsor" logo for your promotions</p>							

*Receives only the benefits listed below for all annual partners*



NEXT STEPS



# Next Steps

If you're ready to start a partnership with WSCA and connect with Wisconsin's School Counselors, we will be thrilled to welcome you to our community!

If you still have questions or would like to discuss a custom partnership package, please reach out to us by calling 608-204-9825 or email our business office at [admin@wscaweb.org](mailto:admin@wscaweb.org).

We look forward to hearing from you!



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## **Terms & Conditions**

- It is assumed that advertisers have read this rate card and agree to its conditions without any further contract or notice.
- WSCA endorses equal employment opportunity practices and accepts only ads that are not discriminatory on the basis of race, color, sex, religion, age, national origin, sexual orientation, or physical handicap.
- The acceptability of an ad for publication will be based upon legal, social, professional, and ethical considerations.
- Ads must be in keeping with the professional policies of the Wisconsin School Counselor Association.
- WSCA reserves the right to refuse, reject, or cancel any ad for any reason at any time without liability, even though previously acknowledged or accepted.
- WSCA will refuse ads that interfere, impede or compete with WSCA sponsored events and opportunities.
- Acceptance of an ad does not imply WSCA's endorsement or guarantee of the product or service advertised. WSCA is not responsible for any claims made in an ad.
- WSCA professionals review all ads for claims and use of person-first language.
- Statements about and illustrations of all products must meet professional standards. They must not be deceptive or misleading by either statement or omission, must not disparage others in the ad or on their website, and must not make unsupported claims.
- Advertisers making claims are expected to have research data that substantiates these claims and that is easily assessable via a website and/or made available upon request.
- Products must be in accordance with all applicable federal and state laws, and they must meet applicable FDA regulations and FTC requirements. Adherence to legal and regulatory requirements concerning the content of advertising is the manufacturer's responsibility.
- WSCA does not accept ads for job sites.
- Advertisers and advertising agencies assume responsibility for all contents of advertisements printed, and each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisements, including:
  - the names, portraits, and/or pictures of living persons;
  - any copyrighted material;
  - any testimonials contained in any advertisement submitted to and published by WSCA.
- Advertiser and agency will also indemnify and save harmless WSCA, as publisher, against all loss, liability, damage, and expense of any nature arising out of the copying, printing, or publishing of its advertisement, including without limitation reasonable attorney's fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism, copyright, and trademark infringement.
- The fact that an advertisement for a product, service, or company has appeared in an WSCA publication shall not be referred to in collateral advertising.
- The word Advertisement will be placed with copy that in the publisher's opinion resembles editorial matter.
- Advertising agency agrees to pay charges for advertising published at its direction.
- Rates, conditions, editorial calendar, and space units may change without notice. Advertisers are protected from rate changes for the duration of the contract.
- WSCA reserves the right to withhold further advertising space from any advertiser with a past-due account. A finance charge of 1.5% per month will be applied on all past-due balances.
- No cancellations will be accepted.

## **Terminology Guidelines**

- School Counselors should not be referred to as a guidance counselor or therapist.
- To avoid repetition in ad copy, the term Counselor may be used when referring to a School Counselor.
- Person-first language must be used to identify individuals with disorders (e.g., students who have ADHD, instead of ADHD students).