



Your CALS Connection For Life

## Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA) Sponsorships

WALSAA is proud to support students, teachers and organizations throughout UW-Madison's College of Agricultural and Life Sciences (CALS). Your sponsorship of a WALSAA activity gives you industry visibility and helps WALSAA support:

### INCLUDED WITH ALL WALSAA SPONSORSHIPS:

- Listing in one issue of WALSAA Express Newsletter (circulation 2-3,000)
- Listing on website: [www.walsaa.org](http://www.walsaa.org)
- Invitation to all WALSAA events
- All sponsors may supply ad specialty items for the event related to their sponsorship or the WALSAA Football Fire-Up
- **NEW: 10% discount for two sponsorships; 15% 3 or more**

- Outstanding Advisor Awards
- Outstanding Sophomore Awards
- CALS Ambassadors/CALS Student Council activities
- Farm Industry Short Course (FISC) Alumni Programming

### September WALSAA Football Fire-Up Opportunity

This fall event precedes a major UW-Madison football game and is our largest event, allowing alumni, faculty and students to network. 400-600 people attended the last two events. WALSAA offers:

Presenting Sponsors – five maximum, non-competing. Sponsors will be recognized with logo on banner and signage, logo in the invitation, news release mention and introduced at the event. Cost: \$1,000 (includes four Fire-Up luncheon tickets)

Badger Level Sponsors – ten maximum. Sponsors will be recognized with name on banner and signage, in the invitation, news release mention and announced at the event. Cost: \$500 (includes two Fire-Up luncheon tickets)

In-kind Food/Event Items- \$150 minimum market value. Sponsors recognized with signage where applicable (i.e. next to food item) and online. (Includes two Fire-Up luncheon tickets.)

Auction Items- \$50 minimum market value. Sponsors recognized in auction materials and online. (Includes two Fire-Up luncheon tickets if \$150 value)

### January Farm Industry Short Course (FISC) Alumni Reunion Opportunity

WALSAA now plans this popular event for FISC alumni, who come from across the state to see their classmates and honor students, teaching and industry leaders. More than 125 people attended the last two events and 1,000+ receive the pre-event materials. WALSAA offers:

Varsity Level Sponsors- Sponsor(s) will be recognized with logo on program/signage, listing in the invitation, news release mention and introduced at the event. Cost: \$1,500 (includes four luncheon tickets)

Badger Level Sponsors– Sponsors will be recognized with name on program and signage, news release mention and announced at the event. Cost: \$750 (includes two luncheon tickets)

Red and White Level Sponsors– Red and White level Sponsors will be recognized with name on program and signage, and in the news release. Cost: \$500 Red; \$250 white (includes one luncheon ticket)

Auction Items- 30 maximum, \$100 minimum market value. Sponsors recognized in auction materials and online.



WALSAA Football Fire-Up  
Sept 9, 2017  
1848 Univ Ave, Madison

Hit the Ice Hockey Game  
Feb 11, 2017  
Wandos, University Ave

Contact:  
WALSAA  
Stephanie Hammerly  
608.438.1994  
admin@walsaa.org





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### WALSAA's Hit the Ice Hockey Game Opportunity

This winter event brings together WALSAA members, faculty and student leaders to enjoy an action packed hockey game while networking. The event includes pre-game networking, a small silent auction and good food with cash bar. WALSAA offers:

Exclusive Sponsor – One exclusive sponsor would be recognized with logo on banner and signage, logo in the invitation, news release mention and introduced at event. Cost: \$1,000  
Co-sponsors – three maximum. Sponsors will be recognized with name on banner and signage, in the invitation, news release and announced at event. Cost: \$500

### INCLUDED WITH ALL WALSAA

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### WALSAA's Farm Technology Days Picnic Opportunity

This summer event brings together WALSAA members, faculty and students to enjoy a family-friendly networking opportunity near the Farm Technology Days. WALSAA offers:

Presenting Sponsors – One presenting sponsor will be recognized with logo on banner and signage, logo in the invitation, news release mention and introduced at event. Cost: \$1,000  
Badger Level Sponsors – three maximum. Sponsors will be

recognized with name on banner and signage, in the invitation, news release and announced at event. Cost: \$500

### WALSAA Express Newsletter Opportunities

This newsletter is mailed to all WALSAA supporters four times a year and prospective members the last quarter (circulation 1,500/8,000). Sponsors receive their name and a quarter page ad in the newsletter. Co-Sponsorship cost (two non-competing): \$1,500 for all four issues.



*FISC Reunion Lunch  
Jan 28, 2017  
1848 Unit Ave, Madison*

*Farm Tech Days Picnic  
July 12, 2017*

Contact:  
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Stephanie Hammerly  
608.438.1994  
[admin@walsaa.org](mailto:admin@walsaa.org)