

SPONSORSHIP OPPORTUNITIES



YOUR CALS CONNECTION FOR LIFE: *Staying Connected, Great Networking, Giving Back*

The Wisconsin Agricultural and Life Sciences Alumni Association (WALSAA) offers a connection to great students and alumni.

Sponsorships offer exposure and networking with UW-Madison's College of Agricultural and Life Sciences (CALS) students, teachers, alumni and industry enthusiasts.

Your sponsorships give you industry visibility and helps WALSAA support:

- Outstanding Advisor Awards
- Outstanding Sophomore Awards
- Outstanding FISC Student Awards
- FISC Leadership and Academic Awards
- CALS Ambassadors
- CALS Student Association activities
- CALS Student Organization Innovation Grants

All WALSAA sponsorships include:

- Listing in the March issue of the *WALSAA Express*
- Listing on website: www.walsaa.org
- Invitation to all WALSAA events

Contact: WALSAA
Stephanie Hammerly
608.438.1994
admin@walsaa.org

Annual WALSAA Event Sponsorship Opportunities 2017-2018

WALSAA Football Fire-Up

This fall event precedes a major UW-Madison football game and is our largest event, allowing alumni, faculty, and students to network and celebrate the college experience! More than 300 people attended the 2016 event.

WALSAA Farm and Industry Short Course (FISC) Alumni Reunion

This is a popular event for FISC alumni who come to see their classmates and honor students, teachers and industry leaders. Usually about 100 people attend the event and 6,000 alumni receive the reunion invite.

Sponsorship opportunities for EACH event include:

- **VARSITY LEVEL**
 - Sponsor(s) will be recognized with logo on invite, program, signage and news release, and will be introduced at the event.
 - Includes six luncheon tickets
 - Cost \$1,500
- **BADGER LEVEL**
 - Sponsor(s) will be recognized with logo on invite, program, signage and news release, and will be introduced at the event.
 - Includes four luncheon tickets
 - Cost \$750
- **RED LEVEL**
 - Sponsor(s) will be recognized with logo on program and signage.
 - Includes two luncheon tickets
 - Cost \$500
- **WHITE LEVEL**
 - Sponsor(s) will be recognized with logo on program and signage.
 - Includes two luncheon tickets
 - Cost \$250
- **SILENT AUCTION ITEMS (both events offer a silent auction)**
 - Donors recognized on bidding sheets at event and in the *WALSAA Express*.
 - \$1,000 value and up - includes four luncheon tickets
 - \$200 to \$999 - includes two luncheon tickets
 - \$100 to \$199 - includes one luncheon ticket

Get Maximum Exposure...

Varsity level sponsors who commit to both events get a 1/4 page ad in each issue of the *WALSAA Express*. The *Express* is distributed quarterly to approximately 1,590 WALSAA members and CALS leaders.