

BECOME A WABA SPONSOR



WISCONSIN
Agri-Business Association

DEAR VALUED WABA SUPPORTER,

Grow With Us: Sponsorship & Advertising Opportunities

Partnering with WABA through our sponsorship and advertising program means visibility, credibility, and impact. Our sponsorship and advertising opportunities allow your business to reach engaged agricultural professionals, build brand recognition, and demonstrate your commitment to the future of Wisconsin agriculture. We invite you to peruse our sponsorship brochure to explore the full spectrum of opportunities awaiting your organization. Should you have any questions or require further information, our team stands ready to assist you every step of the way.

Why Partner With WABA?

- Targeted Reach: Access a highly engaged audience of agri-business decision-makers, influencers, and innovators across Wisconsin.
- Year-Round Visibility: From annual conferences to monthly newsletters, your brand will stay top-of-mind.
- Strategic Engagement: Align your business with WABA's respected programming and events, showcasing your support for industry education and advancement.
- Industry Leadership: Sponsoring WABA positions your brand as a leader in the agri-business industry, demonstrating your commitment to supporting and advancing the sector.
- Meaningful Investment: By sponsoring WABA activities, your brand invests in and is associated with excellence, leadership development, and industry advancement. Showcase your support for the agri-business industry and enhance your reputation among peers and customers.

Our Sponsorship and Advertising Opportunities

- Scholarship Golf Outing
- Wisconsin Agribusiness Classic Sponsor
- Safety Day Sponsor
- Website Sponsor
- Quarterly News Sponsor
- Annual Membership Directory Sponsor

SPONSORSHIP OPPORTUNITIES

starting at
\$400

Scholarship Golf Outing Sponsor

- ✓ visibility on event signage
- ✓ verbal recognition at event
- ✓ recognition on social media
- ✓ recognition in Quarterly News magazine

\$500

Safety Day Sponsor

- ✓ visibility on event signage
- ✓ verbal recognition at event
- ✓ recognition on social media
- ✓ recognition in Quarterly News magazine

starting at
\$300

Wisconsin Agribusiness Classic Sponsor

- ✓ company name/logo on all event materials
- ✓ recognition on social media
- ✓ free admittance ticket to the show
- ✓ and much more!

starting at
\$450

Membership Directory Sponsor

- ✓ color ad placed in annual directory
- ✓ year-round visibility

\$500

Website Sponsor

- ✓ prominent placement of logo on WABA's website
- ✓ ad linked back to your website to increase traffic

starting at
\$200

Quarterly News Sponsor

- ✓ color ad placed in magazine
- ✓ year-round visibility

ADDITIONAL SPONSORSHIP INFORMATION

Scholarship Outings Sponsorship

Support Wisconsin's next generation of agricultural leaders! WABA's scholarship events are held to fund our scholarship program, which awards nearly \$17,000 annually to students pursuing careers in agriculture. Our events include the Golf Outing and Bags Tournament (held in September).

There are three options of sponsorship for the Golf Outing. See the details below.

- ✓ **Gold Sponsor: \$600**
 - opportunity to have a self provided table at hole
 - hole sponsor sign
 - logo listed on all event signage
 - social media and Quarterly News recognition
- ✓ **Silver Sponsor: \$500**
 - hole sponsor sign
 - logo listed on all event signage
 - social media and Quarterly News recognition
- ✓ **Bronze Sponsor: \$400**
 - hole sponsor sign
 - company name listed on all event signage
 - social media and Quarterly News recognition

Other Sponsorships

WABA highlights our partners across multiple platforms. You can choose to sponsor our website, magazine, or Membership Directory.

- ✓ **Website Sponsor: \$500**
 - logo placed on WABA's website to showcase your partnership with the association
- ✓ **Quarterly News Magazine Sponsor: \$200-800**
 - the digital magazine is sent to all WABA members and features a number of timely articles focused on improving Wisconsin's agribusinesses
 - advertisements run in full color, four times each year
 - option of a full page, half page or quarter page advertisement
- ✓ **Membership Directory Sponsor: \$450-600**
 - the digital annual Membership Directory is sent to all WABA members and contains all key contact information for our agribusiness and associate members
 - advertisements will run in full color
 - option of full page or half page

Safety Day Sponsorship

Held annually in July, WABA's Safety Day is a dedicated training event focused on promoting safety best practices across Wisconsin's agri-business industry. The program features a series of expert-led presentations on timely and critical safety topics—ensuring attendees leave informed, prepared, and proactive. Sponsorship benefits include visual and verbal recognition at the event, as well as recognition in our quarterly magazine and on WABA social channels. Partner with us for a flat rate of \$500 to show your commitment to a safer, stronger agri-business community.

Wisconsin Agribusiness Classic Sponsorship

Wisconsin's premier agri-business industry event draws interest and participation from all confluences of the industry from throughout the Midwestern states. Sponsor benefits and pricing of each level is shown below.

- ✓ **Gold Sponsor: \$1,500**
 - introductory video for educational session of choice
 - sponsor of evening reception
 - company logo listed Classic webpage
 - company logo listed on all signage
 - company name listed in the show program
 - individual feature social media highlight
 - recognition in WABA's Quarterly News magazine
 - black and white full page ad in show program
 - three free admittance ticket to the show
- ✓ **Silver Sponsor: \$800**
 - company logo listed Classic webpage
 - company name/logo listed on all signage
 - company name listed in the show program
 - individual feature social media highlight
 - recognition in WABA's Quarterly News magazine
 - black and white half page ad in show program
 - two free admittance ticket to the show
- ✓ **Bronze Sponsor: \$500**
 - company logo listed Classic webpage
 - company name/logo listed on all signage
 - company name listed in the show program
 - group feature social media highlight
 - recognition in WABA's Quarterly News magazine
 - black and white quarter page ad in show program
 - one free admittance ticket to the show
- ✓ **Friend of WABA Sponsor: \$300**
 - company name listed Classic webpage
 - company name listed on all signage
 - company name listed in the show program

SPONSORSHIP FORM

Company Name: _____

Contact Person: _____

Email: _____ Phone: _____

Street/City/State/Zip: _____

Check Below:

Scholarship Golf Outing - Gold Sponsor (\$600)

Scholarship Golf Outing - Silver Sponsor (\$500)

Scholarship Golf Outing - Bronze Sponsor (\$400)

Safety Day Sponsor (\$500)

Classic - Gold Sponsor (\$1,500)

Classic - Silver Sponsor (\$800)

Classic - Friend of WABA Sponsor (\$300)

Website Sponsor (\$500)

Quarterly News Sponsor - Full Page (\$800)

Quarterly News Sponsor - Half Page (\$400)

Quarterly News Sponsor - Quarter Page (\$200)

Membership Directory Sponsor - Full Page (\$525)

Membership Directory Sponsor - Half Page (\$450)

Total Amount Due: _____

Payment Information:

Credit Card Check Enclosed (*make out to WABA*) Online (www.wiagribusiness.org/advertising/)

Cardholder Name: _____

Card Number: _____ Exp. Date: _____ Security Code: _____

Billing Address: _____

Return this form to:

Wisconsin Agri-Business Association
2801 International Lane, Suite 105
Madison, WI 53704

For more information:

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608-223-1111