WVCC

CONNECTING VETERANS.
STRENGTHENING BUSINESS.

WISCONSIN VETERANS CHAMBER

2027 SPONSORSHIP PACKET



PARTNER WITH THE WVCC

MAKE A LASTING IMPACT

Partner with the Wisconsin Veterans Chamber of Commerce to connect your brand with veterans, business leaders, and opportunities across our expanding network.

Support meaningful connections through events, education, networking, and workforce initiatives.

WIVETERANSCHAMBER.ORG

VETERANS • BUSINESSES • COMMUNITIES • OPPORTUNITY

YOUR NETWORK. YOUR COMMUNITY.

About the WVCC

11
YEARS OF IMPACT
Celebrated in 2026

18 + 2
BEYOND WISCONSIN
U.S. states + Canadian provinces

66
CHAMBER PARTNERS
Throughout Wisconsin

59,000+
BUSINESS NETWORK
Networking reach

196+
EVENTS IN 2026
In-person and virtual
(Total WVCC-sanctioned member and Chamber events)

2026 conference milestone: The annual WVCC Business Conference at the Brookfield Conference Center was the Chamber's largest attended conference to date.

Explore the 2026 Business Conference

INVEST IN VETS (IIV)

WVCC is working diligently to advance **Invest in Vets (IIV)**, helping businesses **recruit, retain, develop, and sustain** their workforce.

Explore Invest in Vets

MEET OUR CHAMBER STAFF



Christian Thornton
CEO & President



Thomas Parr
Vice President



Alton Olson
Membership Specialist

BUILD A CONSISTENT PRESENCE

Weekly & Monthly Sponsorships



SITREP NEWSLETTER



FIRST CALL



SOUND OFF

Weekly Newsletter Sponsorship (50 Weeks) — $200 / Mo.

- 9,000+ weekly recipients
- Average open rate: 23-29%
- Logo placement + featured message section; featured advertising
- Limited to FIVE sponsors (billed monthly / 4 issues). Check for openings.

Monthly Sponsorship (Assorted First Calls) — $240 - $1,200 / Yr.

- Yearly Event Sponsor, Refreshments, and Digital Sponsor
- Logo on event marketing materials and social media
- Pricing dependent on level ($20 to $100 a month)

Workshop Sponsorship (Build Your Own) — $1,000 / Event

- Sponsor a themed workshop in your business's honor; logo on materials and social media
- Your business steers education; WVCC assists registration, promotion and marketing
- Sponsor provides location space and logistical support

Monthly SOUND OFF Virtual Micro-Networking — $1,200 / Yr.

- Logo on event marketing materials
- 5-minute opening presentation and last-thoughts closing opportunity
- Opportunity to LEAD a monthly chat room

LARGER CAMPAIGNS. WIDER REACH.

Quarterly & Annual Sponsorships





Quarterly Newsletter Sponsorship — $2,000 / Yr.

- 13,000+ recipients
- Featured larger ad and content section for business promotion
- Premier logo placement (4 newsletters per year); limited to FIVE sponsors per year. Check for openings.

2027 Annual Workshop Sponsorships (2-3 events a year) — $250 - $5,000

Half-day workshop sponsorships include event-specific benefits and sponsor logo recognition on event materials and in post-event communications. Benefits vary by level and event format.

Presenting Sponsor — $5,000
10 passes; exclusive co-branding
Morning keynote presentation
Premium signage; registration contacts
Ongoing newsletter/social features

Executive Reception — $3,500
8 passes; exclusive VIP branding
Reception remarks and signage
2 socials + 2 newsletters

Keynote Series — $3,500
8 passes; afternoon keynote
2 socials + 2 newsletters

Networking Lounge — $2,500
5 passes; lounge signage
2 socials + 2 newsletters

Refreshment Sponsor — $2,500
5 passes; lunch/lounge signage
2 socials + 2 newsletters

Breakout Sessions — $1,200
4 passes; lead one breakout
Breakout-room signage
2 socials + 1 newsletter

Digital Sponsor — $1,200
4 passes; event digital signage

Community Sponsor — $500
2 passes; 1 social + 1 newsletter

Business Tables — $250
2 passes; lobby exhibit space
Event-material and post-event logo

Sponsorship availability varies by event. Executive receptions, keynotes, breakout sessions, and other listed benefits may not be offered at every workshop. Final benefits will be confirmed during planning for each event.

For every WVCC event, we can design a custom sponsorship to fit your budget.

ALIGN WITH THE MISSION

Special Program Sponsorships

WVCC Website “Bumper Ads” — $2,000 / Yr.

- Yearly bumper ad designed for your business; logo placement included
- May change periodically with your campaign; limited to EIGHT yearly sponsors. Check for openings.

Build Your Own Program Event — $2,500 / Program

- Sponsor a recurring program organized by your business
- Logo on materials; sponsor steers education; WVCC assists with registration and marketing
- Sponsor provides space and logistics; recurring place on the WVCC calendar

Invest in Vets Program (IIV) — $2,500 / Yr.

- Help veterans enter the workforce; logo placement and program recognition
- Network and collaborate with participating businesses; limited to THREE yearly sponsors. Check for openings.

Vetrepreneur Project / VOB Small Business Accelerator — $5,000 / Yr.

- Sponsor free-to-attend entrepreneurial programming for veteran-owned businesses
- Present at cohort sessions and help judge the Pitch Competition
- Brand association with veteran business growth; limited to THREE yearly sponsors. Check for openings.

Valor Forward Foundation 501(c)(3) - Educational Assistance — $7,500 / Yr.

- Help deserving veteran-owned business startups afford WVCC educational programming
- Annual report and social recognition; seat on the foundation committee
- Speaking engagement opportunities; limited to FIVE yearly sponsors. Check for openings.

LET'S BUILD A PARTNERSHIP

Next Steps & Who to Contact

READY TO JOIN US?

Select your sponsorship or build a custom opportunity, then secure your place in WVCC's 2027 season.

SPONSORSHIP PROCESS

1. Choose your WVCC sponsorship tier or custom opportunity.
2. Fill out the WVCC Sponsorship Agreement Form (attached).
3. Submit your high-resolution logo and any print/digital assets.
4. Invoice and payment instructions will be provided upon agreement.
5. Coordinate with WVCC on branding guidelines, booth logistics, and deadlines.

YOUR WVCC SPONSORSHIP CONTACT

Alton Olson
WVCC Membership Specialist
aolson@wiveteranschamber.org

(414) 207-4376
313 N. Plankinton Ave, Suite 207
Milwaukee, WI 53203

OPEN THE SPONSORSHIP AGREEMENT

WVCC Sponsorship Agreement

Wisconsin Veterans Chamber of Commerce • 313 N. Plankinton Ave, Suite 207 • Milwaukee, WI 53203
(414) 207-4376 | aolson@wiveteranschamber.org | wiveteranschamber.org

1. SPONSOR INFORMATION

Organization Name _____

Contact Person _____

Title _____

Phone _____

Mailing Address _____

City / State / ZIP _____

Email _____

Website _____

2. SPONSORSHIP SELECTION

Check the sponsorship opportunities you wish to select:

WEEKLY & MONTHLY

☐ Weekly Newsletter (50 weeks)	**$200 / Mo.**
☐ First Call - Refreshments	**$240 / Yr.**
☐ First Call - Digital Sponsor	**$480 / Yr.**
☐ First Call - Yearly Sponsor	**$1,200 / Yr.**
☐ Workshop (Build Your Own)	**$1,000 / Event**
☐ SOUND OFF - Virtual Networking	**$1,200 / Yr.**
☐ Quarterly WVCC Newsletter	**$2,000 / Yr.**

First Call event location: _____

Sponsor authorized contact:

_____

Date: _____

Return completed selections and assets to Alton Olson.

2027 ANNUAL WORKSHOP SPONSORSHIPS

(2-3 events a year)

☐ Presenting Sponsor	**$5,000**
☐ Executive Reception	**$3,500**
☐ Keynote Series	**$3,500**
☐ Networking Lounge	**$2,500**
☐ Refreshment Sponsor	**$2,500**
☐ Breakout Sessions	**$1,200**
☐ Digital Sponsor	**$1,200**
☐ Community Sponsor	**$500**
☐ Business Tables	**$250**

SPECIAL PROGRAM SPONSORS

☐ Website Bumper Ads	**$2,000 / Yr.**
☐ Build Your Own Program	**$2,500 / Program**
☐ Invest in Vets (IIV)	**$2,500 / Yr.**
☐ Vetrepreneur / VOB Accelerator	**$5,000 / Yr.**
☐ Valor Forward Foundation 501(c)(3) Educational Assistance	**$7,500 / Yr.**

Thank You

Thank you for considering a 2027 partnership with the Wisconsin Veterans Chamber of Commerce. Your sponsorship helps connect veteran-owned and veteran-friendly businesses with education, meaningful relationships, and opportunities to grow.

From weekly programming to our signature business conference and workforce initiatives, WVCC sponsorships offer practical ways to support veterans while building stronger business connections across Wisconsin and beyond.



#StrongerTogether

OUR MISSION IS YOUR SUCCESS

WVCC reserves the right to modify sponsorship benefits, final placements, and available opportunities as needed. Prices, benefits, and availability are subject to approval. Sponsorships are confirmed upon receipt of a signed agreement and payment.