



# 2024

## Sponsorship Information



Support Wisconsin's official poverty fighting network and make Wisconsin a better place to live for everyone.

## Why Support WISCAP?

With so many incredible charities and non-profits in our state, we know the choice of where to place your support is difficult. As you are deciding your 2024 sponsorships and donations, we ask you to keep WISCAP and our members in mind. Unlike many single issue organizations, WISCAP and our members reach the entire state and have a proven history of taking on the most complex social service projects in our state. We thrive when solving our communities most challenging problems.

Supporting WISCAP and our members means you are making a real difference to improve many intersecting community problems, such as:

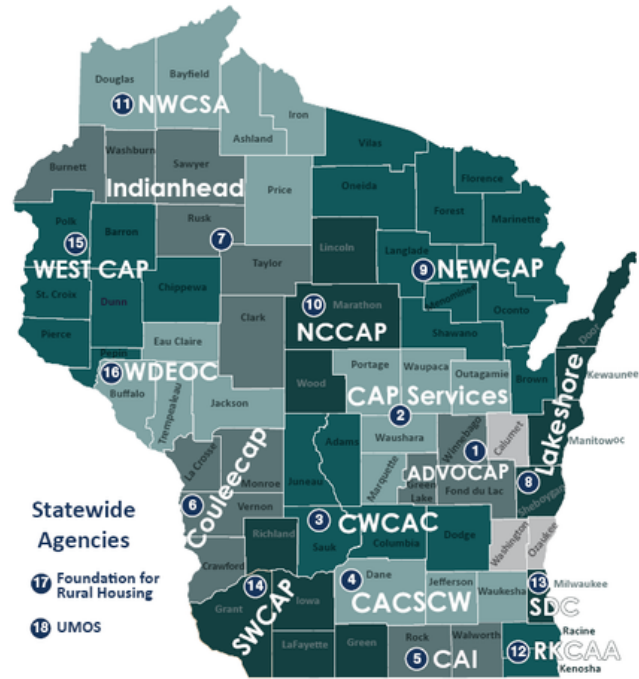
- Hunger Relief & Food Security
- Housing Stability
- Domestic Violence
- Youth Development & Education
- Homeless Shelters & Permanent Housing
- Workforce Development & Education
- Financial Literacy & Entrepreneurship
- Early Childhood Education & Childcare
- Mental Health and Disaster Response
- Health & Healthcare

WISCAP is Wisconsin's official, and only, statewide network of poverty fighting agencies. Alongside our members, our network is responsible for operating food banks and pantries, homeless and domestic violence shelters, Headstart and early childhood programs, and many, many more. With over six decades of documented impact, our members do it all to make Wisconsin a better place to live.

# The Network

Our network stretches' across Wisconsin and reaches nearly every county across the United States. As part of a national movement, the community action network was founded in 1964 as part of Lyndon B. Johnson's War on poverty and from the advocacy of Dr. Martin Luther King, Jr. Today in Wisconsin, our network includes sixteen local community action agencies and two single purpose agencies.

Our goal is to spark economic opportunity and improve quality of life for everyone in Wisconsin. As a network, we are innovators and advocates who are committed to making a lasting difference in our community.



# Our Impact

The Wisconsin Community Action Network has always believed we can achieve the impossible. For more than a half-century, we have dreamed big and pushed the boundaries to help everyone in Wisconsin thrive. We believe that focusing our energy on our most vulnerable, lowest-income neighbors creates lasting change for our whole community.

Given our unique history, the Wisconsin Community Action Network is often called on to help tackle statewide problems and emergencies. One of the ways our network stepped in was during the pandemic, WISCAP and our member agencies were responsible for distributing over \$725 million dollars in direct aid and pandemic relief. Across the nation, Wisconsin was one of the first states to successfully pilot large scale rental assistance programs to prevent mass evictions and keep Wisconsinites in their homes. We are proud of the strength and possibility of our poverty fighting network.

Learn more about our pandemic response and impact at [www.WISCAP.org](http://www.WISCAP.org) or contact us directly.



WISCAP

# 2024 Events & Trainings

### Community Action Advocacy Day

February 14, 2024

State Capitol, Madison, WI



### Community Action Month & WISCAP's 50th Anniversary

May 2024



### Community Action Annual Conference

May 22 & 23, 2024

Lambeau Field, Green Bay, WI



### Poverty Matters Conference

September/October, 2024

Lake Geneva, Wisconsin



## Exhibit at the Annual Conference or Poverty Matters Conference

Connect with over 200 social service professionals

Table and chair

Power available by request

One free registrations (\$250 value)

# \$500

Contact Tom Behnke to learn more!

# Network Sponsorship Opportunities

Activity	Description	Cost
<p>Community Action Advocacy Day Sponsorship</p>	<p>On February 14th, 2024 WISCAP is hosting our annual Advocacy Summit. Join us for hill visits and information sessions on the Wisconsin Opportunity Act. The bill is authored by Senator Jeff Smith and Representative Lisa Subeck and is the first post-pandemic comprehensive legislation designed to aid communities in the fight against poverty; calling for a renewed investment in housing, transportation, employment and business development training, and other services.</p> <p>Learn more at <a href="http://www.WISCAP.org">www.WISCAP.org</a></p>	<p>Customizable as we are looking for public endorsements and support for the Wisconsin Opportunity Act</p>
<p>Awards and Networking Reception Sponsorship</p>	<p>WISCAP hosts two annual awards banquets for Connect with attendees before or during a conference by sponsoring a networking reception. Typical attendance for both events is 250 people.</p>	<p>\$15,000 or customize the event.</p>
<p>50th Anniversary Swag Sponsorship</p>	<p>Can you believe it? WISCAP is turning 50 this year. To celebrate during Community Action month in May WISCAP is inviting poverty champions, like you, to help sponsor our statewide campaign and have your branding on all of the anniversary items and communications.</p>	<p>\$5,000 or customize by the item</p>
<p>Scholarship Sponsorship</p>	<p>Support social service professionals and individuals with lived experience through scholarships to attend Poverty Matters or the Annual Conference. Scholarships cover registration, hotel, and travel expenses.</p>	<p>\$1,000 per scholarship</p>
<p>Take Root Wisconsin Membership</p>	<p>The lack of affordable housing and homeownership education in Wisconsin was already at a crisis level prior to the onset of COVID-19. The pandemic has further affected declining homeownership rates, increased foreclosure filings &amp; limited access to resources to repair homes. Take Root® Wisconsin is a statewide network that brings together private and public stakeholders to increase homeownership &amp; help people buy, fix, and stay in their homes.</p>	<p>Membership starts at \$500 for non-profits &amp; 1,000 for for-profit partners.</p>

# Event Sponsorship Opportunities

Sponsor Level	Description	Cost
Platinum Level- Event Sponsor	<ul style="list-style-type: none"> <li>• Announcement email confirming Platinum level sponsorship to conference mailing list with advertisement space</li> <li>• Opportunity for opening or closing sponsor conference remarks</li> <li>• Organization's name and logo highlighted at conference plenary sessions</li> <li>• Organization's name and logo included on all materials before and during the conference</li> <li>• Presence on conference website with live link to sponsor's website</li> <li>• Opportunity to provide inserts in attendee welcome bag/packet</li> <li>• Opportunity to pick winning raffle tickets for give-a-way prizes</li> <li>• Free exhibitor table (\$500 value)</li> <li>• Six free registrations (\$3,000 retail value)</li> </ul>	\$20,000
Gold Level - Keynote Sponsor	<ul style="list-style-type: none"> <li>• Organization's name and logo highlighted at conference plenary sessions</li> <li>• Organization's name and logo included on all materials before and during the conference</li> <li>• Opportunity to provide inserts in attendee welcome bag/packet</li> <li>• Presence on conference website with live link to sponsor's website</li> <li>• Opportunity to introduce a Plenary Speaker or Keynote</li> <li>• Advertisement space on conference materials</li> <li>• Opportunity to pick winning raffle tickets for give-a-way prizes</li> <li>• Free exhibitor table (\$500 value)</li> <li>• Four free registrations (\$2,000 value)</li> </ul>	\$10,000
Silver Level	<ul style="list-style-type: none"> <li>• Organization's name and logo highlighted at conference plenary sessions</li> <li>• Organization's name listed on sponsor page in conference materials and website</li> <li>• Opportunity to provide inserts in attendee welcome bag/packet</li> <li>• Free exhibitor table (\$500 value)</li> <li>• Three free registrations (\$1,500 value)</li> </ul>	\$5,000
Bronze Level	<ul style="list-style-type: none"> <li>• Organization's name and logo highlighted at conference plenary sessions</li> <li>• Organization's name listed on sponsor page in conference booklet and on conference website</li> <li>• Free exhibitor table (\$500 value)</li> <li>• Two free registrations (\$500 value)</li> </ul>	\$1,000

# Contact Us

**Kassidy Farrey**



**Deputy Director**

kfarrey@wiscap.org  
(608) 210-3384

**Tom Behnke**



**Operations & Outreach Manager**

tbehnke@wiscap.org  
(608) 296-0024

learn more at [WISCAP.org](https://www.wiscap.org)