



# Sponsorship MENU





# 2023

## Calendar of Events

### **February 5, 2023**

Paczki Party at the Polish Center of Wisconsin in Franklin, WI

### **March 21, 2023**

FreshEx at the Wisconsin Center in Milwaukee, WI

### **April 23, 2023**

WBA Awards & Appreciation Night at the Embassy Suites in Brookfield, WI

### **August 7, 2023**

WBA Family Day at Wisconsin State Fair in West Allis, WI

### **And more events coming soon ...**

Bakers Forums & Workshops

Cake Competition at WGA's Expo

Gingerbread House Competition





# Membership & Benefits

Joining WBA is a great way to connect with people in the baking industry! Being a member of WBA means being part of our community of shared success! Generations of baking industry knowledge and experience are at your fingertips!

## Our members enjoy many benefits such as:

- A statewide network of fellow bakers
- Attend expos, forums & workshops
- Alerts to current baking trends
- Answers in newsletters & e-mails
- Available scholarships & internships
- Access to formulations, job postings & equipment
- Advocacy for members on a state level
- Annual awards & recognition
- Assistance whenever you need it!

## PARTNERS

For industry suppliers, service providers, ingredients, and manufacturers (includes up to 2 account profiles)

### \$150 Membership

- Online Membership Directory Listing
- WBA Member Mobile App
- Important Legislative Updates
- Baking Buzz bi-weekly email updates
- Digital WBA Member Logo/Badge
- WBA Member Window Cling, Magnet, and Stickers
- WBA Website - Online Learning Center & Digital Member Resources
- Networking Opportunities with bakers across the state
- Social Media & Member Only Facebook Group Access
- Two (2) Complimentary Tickets to attend WBA's Awards & Appreciation Night
- Two (2) Complimentary Tickets to attend WBA Family Day at Wisconsin State Fair and one voucher valid for a 6-Pack of Original Cream Puffs
- FreshEx Exhibitor Booth Discount



## PREFERRED PARTNERS

For industry suppliers, service providers, ingredients, and manufacturers (includes unlimited account profiles)

### \$300 Membership

- Everything above PLUS:
- Bakers Forums & Workshops - opportunities for preferred partners to share updates, current trends, and latest products directly with members
- One month half ad (png, jpg, or gif) placement on Baking Buzz and Website
- Preferred Partner "welcome" introduction e-blast and social media post
- One live or recorded Zoom educational session/demo/training to be added to WBA's on-demand online learning center available 24/7





# Sponsorship Opportunities

WBA's greatest strength is our members! WBA's mission is to support our members by providing access to education and resources to grow business and enhance customer experience through shared industry knowledge, dynamic networking opportunities, and strategic partnerships.

## ALL INCLUSIVE SPONSORSHIP PACKAGES

### PLATINUM

\$5,000 Sponsorship Includes:

Sponsorship includes:

- Featured WBA Sponsor
- Preferred Partner Membership for the year
- Two (2) VIP Paczki Party Passes
- One reserved table for ten (10) to attend WBA's Awards & Appreciation Night
- WBA Family Day package for 8 (admission tickets, parking, tour, lunch, and cream puffs!)
- A full ad (png, jpg, or gif) placement on Baking Buzz and WBA Website for one year
- Discounted member booth rate for FreshEx trade show
- Logo included on event sponsor signage and pre-event marketing for all WBA sponsored events throughout 2023
- Featured social media post across WBA's social media channels
- Featured blog post/article highlighting your company
- Up to four (4) WBA email blasts per year promoting your company's events, new products, or product promotions
- Opportunity to demo new products to WBA members at Bakers Forums and the Pastry Studio
- Video or Facebook live interview shared directly with WBA members
- Sponsor Logo included on printed WBA Membership Directory



## GOLD

\$3,000 Sponsorship Includes:

Sponsorship includes:

- Featured WBA Sponsor
- Preferred Partner Membership for the year
- Two (2) General Admission Paczki Party Passes
- Six (6) complimentary tickets to attend WBA's Awards & Appreciation Night
- WBA Family Day package for 4 (admission tickets, parking, tour, lunch, and cream puffs!)
- A full ad (png, jpg, or gif) placement on Baking Buzz and WBA Website for one year
- Discounted member booth rate for FreshEx trade show
- Logo included on event sponsor signage and pre-event marketing for all WBA sponsored events throughout 2023
- Featured social media post across WBA's social media channels
- Featured blog post/article highlighting your company
- Up to two (2) WBA email blasts per year promoting your company's events, new products, or product promotions
- Opportunity to demo new products to WBA members at Bakers Forums and the Pastry Studio
- Sponsor Logo included on printed WBA Membership Directory

## SILVER

\$2,000 Sponsorship Includes:

Sponsorship includes:

- Partner Membership for the year
- Four (4) complimentary tickets to attend WBA's Awards & Appreciation Night
- WBA Family Day package for 2 (admission tickets, parking, tour, lunch, and cream puffs!)
- A half ad (png, jpg, or gif) placement on Baking Buzz and WBA Website for one year
- Discounted member booth rate for FreshEx trade show
- Logo included on event sponsor signage and pre-event marketing for all WBA sponsored events throughout 2023
- One (1) WBA email blast per year promoting your company's events, new products, or product promotions
- Opportunity to demo new products to WBA members at Bakers Forums and the Pastry Studio
- Sponsor spotlight on Baking Buzz and WBA Member Facebook Group
- Sponsor Logo included on printed WBA Membership Directory



# BRONZE

\$1,000 Sponsorship Includes:

Sponsorship includes:

- Partner Membership for the year
- Two (2) complimentary tickets to attend WBA's Awards & Appreciation Night
- WBA Family Day package for 2 (admission tickets, parking, tour, lunch, and cream puffs!)
- A half ad (png, jpg, or gif) placement on Baking Buzz and WBA Website for one year
- Discounted member booth rate for FreshEx trade show
- Logo included on event sponsor signage and pre-event marketing for all WBA sponsored events throughout 2023
- Opportunity to demo new products to WBA members at Bakers Forums and the Pastry Studio
- Sponsor spotlight on Baking Buzz and WBA Member Facebook Group
- Sponsor Logo included on printed WBA Membership Directory





## A LA CARTE SPONSORSHIP PACKAGES

# PACZKI PARTY AT THE POLISH CENTER OF WISCONSIN

### **Party Sponsor \$1000**

Choose a Party Sponsorship for maximum exposure at the Paczki Party!

Party Sponsorship includes:

- Two (2) VIP Paczki Party Passes
- "Sponsored By" your company name and logo on event marketing and signage

### **Passport & Beads Sponsor \$750**

It's not a Fat Tuesday party without mardi gras beads!

Sponsorship includes:

- Two (2) VIP Paczki Party Passes
- Company logo included on Passport

### **Music Sponsor \$500**

Show your company's support by sponsoring our live accordion music!

Music Sponsorship includes:

- Two (2) General Admission Paczki Party Passes
- "Music Sponsored By" your company name and logo on signage near our musician

### **Swag Bag Sponsor \$250**

- \$250 and you supply 600 registration bags to be handed out upon arrival to our Paczki Party Guests!

### **Vendor Lunch Sponsor \$250**

Show your support of our vendors by sponsoring lunch!

- Vendor Lunch Sponsorship includes:
- Two (2) General Admission Paczki Party Passes
- "Lunch Sponsored By" your company name and logo on lunch table signage





# WBA FAMILY DAY AT WISCONSIN STATE FAIR

## **Cream Puff Tour Sponsor \$1000**

Show your support of WBA and our longstanding history at the Dairy Bakery by sponsoring cream puff tours for our members on WBA Family Day!

Sponsorship includes:

- Your company logo will be listed on e-confirmation recognizing your sponsorship of the cream puff tours. Plus receive recognition with your company logo on WBA website and social media.
- 6 admission tickets and cream puff vouchers

## **Parking Sponsor \$750**

Parking vouchers sponsored by your company provided to WBA Family Day attendees!

Sponsorship includes:

- Your company logo will be listed on e-confirmation recognizing your sponsorship of parking. Plus receive recognition with your company logo on WBA website and social media.
- 4 admission tickets and cream puff vouchers

## **Networking Lunch Sponsor \$500**

Sponsor a networking lunch for WBA Members at Wisconsin State Fair!

Sponsorship includes:

- 2 admission tickets and cream puff vouchers
- Your company logo will be listed on e-confirmation recognizing your sponsorship of lunch. Plus receive recognition with your company logo on WBA website and social media.





# "BET ON BAKERS" WBA MEMBER AWARDS & APPRECIATION NIGHT AT THE EMBASSY SUITES

## **Bakery of the Year Award Sponsor \$1,000**

WBA's Bakery of the Year award is the most prestigious award WBA presents to one outstanding bakery operation annually.

- Current sponsor has first right of refusal.
- Sponsor logo included on trophy and opportunity to co-present the award.
- Includes four (4) complimentary tickets to attend

## **WBA Hall of Fame Sponsor \$1,000**

Started in 2000, the Bakers Hall of Fame honors those individuals for their service to the baking industry.

- Sponsor logo included on plaque and opportunity to co-present the award.
- Includes four (4) complimentary tickets to attend

## **Pre-Reception Sponsor \$1,000**

- Sponsor a pre-reception networking event for members!
- Includes four (4) complimentary tickets



## **Stage Sponsor \$750**

- Naming rights to the stage!
- Powerpoint signage and verbal recognition given at the event!
- Includes four (4) complimentary tickets

## **Awards Program Sponsor \$750**

- Add your logo to the Award Announcements prior to the Expo and during the awards presentation.
- Includes four (4) complimentary tickets

## **Drink Sponsor \$750**

- Show your support with your logo on Drink Tickets
- Includes four (4) complimentary tickets to attend





## "BET ON BAKERS" - CONTINUED

### **Casino Table Sponsor \$500 per table**

- Show your support with your logo on one (or all) of our Casino Tables.
- All table sponsors will receive two complementary tickets to the event.
- Table Sponsor names and/or company logos will be prominently shown on or near the tables they are sponsoring
- Table sponsors will be recognized in all event promotional material such as posters and signage.

### **Raffle Prize Sponsor**

Prize Sponsor Tiers:

- \$500
- \$250
- \$100
- \$75

## CUSTOM SPONSORSHIPS AVAILABLE

We're wide open to new ideas for helping you promote your company! And we also love to customize packages! Please get in touch to discuss how we can create a custom sponsorship package for your budget!

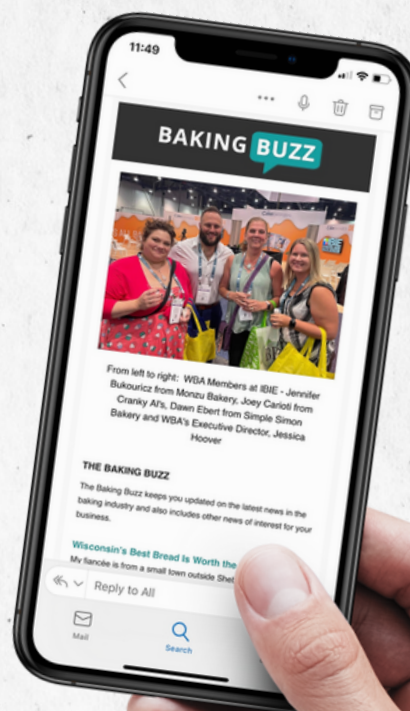
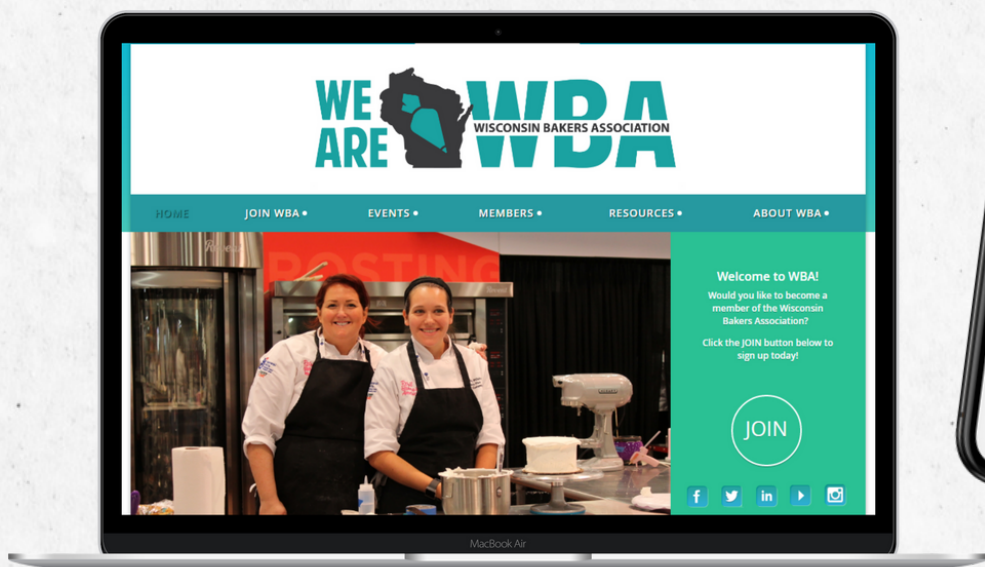


# Digital ADVERTISING

## 2023 RATES

Size	Frequency	Partner	Preferred Partner	Non-Member
Half	One Month	\$75	\$50	\$100
Half	One Year	\$750	\$575	\$900
Full	One Month	\$150	\$100	\$200
Full	One Year	\$1500	\$1150	\$1800

- Ads run on either Tuesday or Friday's Baking Buzz email as well as on our website home page.
- All ads can have a clickable link to a url of your choice.
- The ad can be a .jpg, .png, or a .gif.







# THANK *You*

Your support of the WBA continues to keep you connected with the baking industry in Wisconsin. Being a member of the Wisconsin Bakers Association will connect you to bakers, cake decorators, pastry chefs, distributors, suppliers, manufacturers, instructors, students, and more! We have more to offer in 2023 than we've ever had before!

## CONTACT US

### **Wisconsin Bakers Association**

PO Box 658 | Muskego, WI 53150

414-258-5552

[jessica@wibakers.com](mailto:jessica@wibakers.com)

[www.wibakers.com](http://www.wibakers.com)



JESSICA HOOVER  
WBA EXECUTIVE DIRECTOR