



# FOX-WOLF WATERSHED ALLIANCE

## 2025 Sponsorship Opportunities

Abundant water resources make northeast Wisconsin a great place to work, live, and play. But our lakes and rivers are in trouble. You are an important part of ensuring that clean water remains part of our story in northeast Wisconsin.



[www.fox-wolf.org](http://www.fox-wolf.org)

## **Our Water is Worth Protecting**

Fox-Wolf Watershed Alliance is working to protect and restore the water resources of the Fox-Wolf River basin.

We take a holistic approach to watershed management, working across traditional boundaries and priorities to improve water quality. We work at the scale of the entire watershed, because all of our waters are connected. A key component to our approach is engaging a wide variety of partners to maximize our impact.

Our vision is to have:

- Waters that support their full range of uses with no waters on the impaired waters list
- Public awareness of and support for water resources
- Research that increases our understanding of the ecosystem and identifies cost-effective solutions to its problems
- An adequate monitoring program in place to evaluate water quality

# FARMER ROUNDTABLE



## February 2025 Two locations

- Attendance: 100+ each
- Audience: farmers and conservation professionals
- Annual event

The annual Farmer Roundtable provides opportunities for farmers to learn from other farmers about what is working locally for soil health. The program is held at two locations each spring— once in the Keepers of the Fox region, and once in the Winnebago Waterways region. Over 100 farmers and conservation professionals attend each event.

## Sponsorship Levels & Benefits

	Diamond	Gold	Silver
One Event (select one region)	\$1,000	\$750	\$500
Two Events (one event in each of two regions)	\$1,750	\$1,325	\$875
<b>Benefits</b>			
Verbal recognition during event welcome	X		
Promo materials at tables	X		
Logo on printed event promo materials	X	X	
Social media post	X	X	
Exhibitor display	X	X	
Logo in event program	X	X	X
Logo on Welcome and resting slides	X	X	X
Logo on online event registration page	X	X	X
Registrations included for event	3 per event	2 per event	1 per event

# WATERSHED CONFERENCE

**March 4-5, 2025  
Oshkosh**

- Attendance: 200+
- Audience: stormwater staff
- 25+ years as an annual event
- App and online access

This professional event provides continuing education for stormwater staff from both municipalities and businesses. Exhibiting opportunities also available.

## Sponsorship Levels & Benefits

Benefits	Diamond \$2,000	Gold \$1,500	Silver \$1,000	Bronze \$500
Exclusive push notification in event mobile app	X			
Personalized welcome from Main Stage	X	X		
Logo placement on Conference program and webpage	First-tier placement	Second-tier placement	Third-tier placement	Fourth-tier placement
Logo on Main Screens during breaks	X	X	X	X
Acknowledgement during Welcome/Breakouts	X	X	X	X
Logo displayed at check-in, during breaks	X	X	X	X
Conference registrations included	4	3	2	1

## Exclusive Sponsorship Opportunities

### Wi-Fi Sponsor

Only 1 Available \$1,500

- "Wi-fi network & password, Presented by [sponsor name]" and logo will be present:
  - On slide during Conference Welcome
  - On printed agendas
  - On slides during breaks
  - On registration table
- Acknowledgement during Welcome/Breaks
- Logo, hyperlink to Company website, and up to 200 word bio in digital Exhibitor booth space
- One Complimentary Conference Two-Day Registration

### Evening Social Sponsor

Only 1 Available \$2,500

- Event advertised as "Watershed Conference Evening Social Event Presented by [company name]"
- Name & logo will be present on:
  - Event's food tables, dining tables, bar
  - Personalized slide during Conference Welcome
  - Printed agendas
  - Main screens during Conference breaks
  - Registration table
  - All emails, social media posts advertising the social event
- Exclusive push notification in event mobile app
- Acknowledgement during Welcome/Breaks
- Logo, hyperlink to Company website, and up to 200 word bio in digital Exhibitor booth space
- Personalized welcome from stage
- Two Complimentary Conference Two-Day Registrations

# FOX-WOLF WATERSHED CLEANUP



**May 3, 2025**  
**65+ Locations**

- Attendance: 1,600+
- Audience: general public
- Media coverage expected
- Annual event

The 13th annual Watershed Cleanup event is a highly anticipated community event. Over 1,600 volunteers will clean up trash and debris from from Green Bay to Fond du Lac. A celebration picnic follows a morning of volunteer work.

## Sponsorship Levels & Benefits

Benefits	Diamond \$5,000+	Gold \$2,500	Silver \$1,250	Bronze \$1,000
Logo in pre-event emails to registrants <sup>^</sup>	Logo + link			
Exhibiting option at picnic	X			
Post-event social media spotlight	Individual post	Group of 2		
Cleanup area yard sign	X	X		
Named in press releases	X	X		
Announced at picnic (every 30-60 minutes)	X	X		
1-year Business Membership <sup>^</sup>	X	X	X	
Group registration link <sup>***^</sup>	X	X	X	
Pre-event social media Spotlight	Individual post	Group of 2	Group of 4	Group of 4
Named in post-event social media video	Logo	Logo	Logo	Logo
Logo on event website	Lg Logo + link	Med Logo + link	Small logo + link	Small logo + link
Named in results email to volunteers	Large logo	Medium logo	Small logo	Small logo
Named in post-event newsletter to all	Large logo	Medium logo	Small logo	Small logo
Logo on t-shirt	Large logo	Medium logo	Small logo	Name only
Logo on event posters <sup>***</sup>	Large logo	Medium logo	Small logo	Name only
Logo on signs at picnic	Large logo	Medium logo	Small logo	Name only

\*\*\*Early bird benefits. Must commit to sponsorship by February 14, 2025.

<sup>^</sup>New benefit in 2025

# THE HAPPIEST HOUR

a night to celebrate what's going right



**October 2, 2025**  
**The Hillside at Plamann Park**


Everyone's looking for good news and a good time. At this annual event, we'll enjoy both. In addition to sampling local food, drinks, and music, we will give conservation awards to individuals, groups, and businesses that are making a difference in the quality of our local waters.

- Attendance: 100-125
- Audience: members and supporters
- Media coverage expected

## Sponsorship Levels & Benefits

Benefits	Diamond \$2,000	Gold \$1,250	Silver \$750
Spotlight on your conservation efforts our staff will create a 2-minute video of your efforts to be screened at the event and shared with you after	X		
Named in press releases	X	X	
Announced at event	X	X	
Named in post-event social media video	Logo	Logo	
Post-event social media spotlight	Individual post	Group of 2	
Logo on signs at event	Large logo	Medium logo	Small logo
Logo on event website	Large Logo + link	Medium Logo	Small logo
Pre-event social media Spotlight	Individual post	Group of 2	Group of 4
Tickets included	4	2	1
Named in post-event newsletter	Large logo	Medium logo	Small logo

# BUSINESS MEMBERSHIP



Rather than have a complicated membership program, with different donation levels and rewards, we invite you to join as an initial step of demonstrating your support of the community.

- Facebook followers: ~4500
- Instagram followers: ~700
- LinkedIn followers: ~350

**\$250/year**

## Membership Benefits

When you join our list of Business Members, you demonstrate community support for the work of Fox-Wolf. This makes us competitive in applying for large national grants. Fox-Wolf has brought millions of outside dollars into our local community through these grants. In addition, you will receive:

- initial social media recognition for your business
- a 'Business Member' logo suitable for posting on your website or social media
- *Watershed Moments*, our quarterly printed publication sharing stories of how people's lives are impacted by the work you are funding
- a 10% discount when you register for one of our events
- ongoing mentions through promotional posts and website placement

# ADOPT A LAUNCH

## ADOPT-A-LAUNCH



Helping to protect  
and clean up our  
lakes and rivers!

To learn more, visit:  
[www.fwwa.org](http://www.fwwa.org)



Launch Adopted By:

**WEISS, BAYER, AND  
WARNER FAMILIES**

Similar to the Adopt-a-Highway program, you can sign up to maintain the general appearance and welfare of a boat launch in our region. This hands-on opportunity combines volunteerism and financial support that is highly visible and greatly appreciated by our local boaters.

- Year-long adoption
- 6-month active volunteer season
- Ongoing public recognition

**\$150/year**

## Adoption Duties

Volunteers visit their boat launch at least three times a year, between April and October. All volunteers will be trained on how to:

- Look for aquatic invasive species at boat launches
- Remove plants from boat launch area
- Remove litter around boat launches
- Report any issues with the boat launch or surrounding areas

## Adoption Benefits

In addition to improving the boat launch you love, you will gain the recognition you deserve for helping to protect and clean up your favorite lake or river.

- Your name/logo is displayed on the permanent site sign
- Your name will be listed with all other area launch adopters



# PERSONALIZED GIVING

Your business is unique, and you may have other ways you'd like to partner with Fox-Wolf. We will work with you to create an individualized opportunity to support the work of protecting and restoring our local waters.



## Personalized Options

- One-time gifts to broadly support the work of Fox-Wolf Watershed Alliance
- Employee incentives, matching gifts, and volunteer time
- In-kind gifts that match the needs of our operations
- Sponsor a specific program area for a year
- Invitations to apply for specific foundation/endowment grants
- Individual membership for you or members of your staff
- Please share other ideas that work for you!