




Professional Development Bootcamp

Hybrid

Monday, January 29 through Friday February 2, 2024

FUEL Milwaukee's Professional Development Bootcamp offers 15 high-impact workshops over 5 days in the morning, noon and night. These workshops cover a wide range of traditional and on-trend topics. Participants pick-and-choose from the sessions that best align to their own interests and professional development.

This year's program will be a hybrid of 6 virtual and 9 in-person events – meeting the learning needs of more people than ever before. Virtual programs provide unlimited seating for learners throughout the region and in-person programming provides the connection that many professionals enjoy as a part of their development.

Event Attendees

More than 1,500 regional professionals will participate in FUEL Milwaukee's 10th annual Professional Development Bootcamp. With a vast demographic of attendees your sponsorship gets in front of a wide ranging group of Milwaukee professionals.

7,000 Individual members	48/52 Male to female	35% People of Color	81% Between age 21-39
------------------------------------	--------------------------------	-------------------------------	---------------------------------

Format & Topics

- **Mentorship Mornings - (2 virtual/ 3 in-person)**
Motivational webinars featuring Milwaukeeans who are making a mark in the Region.
- **Luncheon Workshops - (2 virtual/ 3 in-person)**
This lunch-and-learn format is quick and to the point, offering introductory development tools that are easy to learn and apply right away.
- **Evening Workshops - (2 virtual/ 3 in-person)**
These 90-minute sessions give participants the opportunity to learn face-to-face through role playing, case studying or interactions with other participants and the instructor.

PROFESSIONAL DEVELOPMENT BOOTCAMP SPONSOR BENEFITS

	Presenting	Supporting	Contributing
INVESTMENT	\$10,000	\$5,000	\$2,500
Number of sponsorships available	1	5	Unlimited
PRE-EVENT EXPOSURE			
Recognition on event website	Logo w/ link	Logo w/ link	Name
Recognized in FUEL newsletter / Promotional emails	Logo	Logo	Name
Recognition on program e-guide and calendar	Logo	Logo	Name
Recognized in email reminder sent to attendees	Logo	Logo	
Mention in social media posts	X	X	
Presenting sponsor title rights	X		
EVENT EXPOSURE			
Complimentary virtual sessions	Unlimited	10	5
Recognition on event signage & PowerPoints	Logo	Logo	Name
Mention during virtual & in-person events	X	X	X
Complimentary Registrations for in-person events	10	5	2
Provide promotional items at in-person events (3)	X	X	
Provide one speaker for Bootcamp workshops	X		
Opportunity for a company representative to welcome attendees at each session	X		
POST-EVENT EXPOSURE			
Recognition in post-event article in Milwaukee Commerce Magazine	X	X	X
Virtual Recordings housed on FUEL's YouTube channel	X	X	
Follow up email sent from FUEL on behalf of your organization	X		

Interested in sponsorship? Contact **Jane Backes**, VP of Investor Development at 414/287-4114 or jbackes@mmac.org