

# MMAC

## 2024 SPONSORSHIP OPPORTUNITIES

Sponsoring an MMAC event offers a unique opportunity to increase your visibility among top decision makers at leading companies throughout the Milwaukee Region. Every sponsorship package is designed to maximize your branding and engagement with a high-level audience.

For more info, contact

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or visit

**MMAC.ORG/**

**Sponsorships.html**



# MMAC

## 2024 SPONSORSHIP OPPORTUNITIES

For more than 150 years, the Metropolitan Milwaukee Association of Commerce (MMAC) has been the leading business organization in metro Milwaukee. Our events connect you with member companies, political officials and the broader business community.

### WHY SPONSOR AN EVENT?

- Access a wide range of audiences such as decision makers in business, government entities and community influencers
- Develop stronger relationships with customers, both existing and prospects
- Broaden your company's competitive edge by improving its image, prestige and credibility
- Differentiate your company from competitors
- Showcase your services and products
- Reach your audience through traditional media, social channels and in person

### MMAC DEMOGRAPHICS

2,000 member companies with more than 300,000 employees across industry sectors in Milwaukee, Waukesha, Washington and Ozaukee counties and beyond.

**2,000+**  
members

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**300,000**  
employees

### TARGETED MARKETING

MMAC's business networks allow you to select targeted groups of business professionals...

<b>Group</b>	<b>MMAC Affiliation</b>
Economic Development _____	Milwaukee 7 Regional Partnership
Education/Talent _____	The Talent Partnership
Diversity/Equity/Inclusion _____	Region of Choice (ROC)
Lead generation _____	Networking Forum
Roundtables for high-growth companies _____	CEOs of Growing Businesses(CGB)
Small business _____	Executive roundtable program
Professional Development _____	FUEL Milwaukee



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### Signature Events

#### MMAC'S ALL MEMBER MEETING (2025)

*Various levels*  
Held every 2 years, highlighting accomplishments and presenting our goals. Typically draws 1,200 attendees.

#### LEGISLATIVE RECEPTIONS

*\$3,500/One or \$5,000/Both*  
Annual networking receptions in spring and fall that bring together Wisconsin's elected officials and the metro Milwaukee business community.

#### DIVERSITY, EQUITY & INCLUSION SUMMIT

*Various levels*  
Annual event held in June, around 300 attendees. The Summit convenes the ROC pledge-signing companies and others interested in advancing equity and inclusion to explore insights, research and best practices.

### Education & Talent

#### FUEL PROFESSIONAL DEVELOPMENT BOOTCAMP

*Various levels*  
FUEL's Bootcamp offers 15 high-impact workshops on leadership, management and individual career growth.

#### LEADERSHIP LUNCHEON

*\$5,000 / 5 events*  
These events feature prominent Milwaukeeans in leadership sharing the details of a their personal and professional journey to "the top."

#### RECRUITERS ROUNDTABLE

*\$5,000 / year*  
Designed to give talent acquisition professionals, HR specialists and DEI leaders a forum to discuss hot topics, challenges, ideas and best practices.

#### TALENT RECRUITMENT SUMMIT

*Various levels*  
These educational sessions and keynote will provide inspiration and answers to "Why Milwaukee?" for C-level business meetings; corporate talent recruitment & retention; and marketing strategies.

### Business Professionals

#### MEMBER ORIENTATION

*\$5,000 / year*  
Held at the MMAC 5x a year, these orientations engage members, speak to prospective members and provide time for networking.

#### BUSINESS AFTER HOURS

*\$1,000 or In-kind venue sponsor*  
Held in unique settings throughout the metro area, these events connect business professionals, while giving them insights into current trends or projects.

### Small Business Executives

#### MMAC BREWERS OUTING

*\$2,500 - Grand Slam*  
Promote your products and services to an audience of local small and mid-sized business CEOs in the exclusive NML Club at American Family Field.

#### EXECUTIVE ROUNDTABLE GOLF OUTING

*Various levels*  
This golf outing draws around 120 executives of small to mid-sized companies in metro Milwaukee area for a day of golf.

#### HIGH-GROWTH COMPANIES NETWORK

*\$5,000 / year*  
Year-long marketing exposure at the CEOs of Growing Businesses (CGB): mid-sized, growing companies in metro Milwaukee region events and through marketing materials.

#### TOP-LEVEL EXECUTIVES AT SMALL TO MID-SIZED COMPANIES

*\$5,500 / year*  
Annual opportunity to market your brand to the more than 400 executives involved in MMAC's Executive Roundtable program.

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