

MMAC

METROPOLITAN MILWAUKEE
ASSOCIATION OF COMMERCE

**SPONSORSHIP &
ADVERTISING
OPPORTUNITIES**

2026

Why Sponsor an MMAC event?

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.

Access to decision makers, government entities and community influencers

Develop stronger relationships with existing and prospective customers

Broaden your company's competitive edge by improving its image, prestige

Differentiate your company from competitors

Showcase your products and services to a wide range of audiences

Reach your audience through traditional media, social channels and in person

TARGETED MARKETING

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

Group

Economic development _____
Education/Talent _____
Inclusive programs _____
Lead generation _____
Small business _____
Professional development _____

MMAC Affiliation

Milwaukee 7 Regional Partnership
Career Pathways
Region of Choice (ROC)
Networking Forum
Executive roundtable program
FUEL Milwaukee

MMAC DEMOGRAPHICS

2,000+
members

300,000
employees

SPONSORSHIP OPPORTUNITIES

For more info, contact

Karen Powell

Senior Director, Events and Programs
414.287.4166 | kpowell@mmac.org

Visit MMAC.ORG/Sponsorships.html

SIGNATURE EVENTS

MMAC'S ALL MEMBER MEETING (2027)

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 that bring together Wisconsin's elected officials and the metro Milwaukee business community.

TALENT SUMMIT

Various levels

Annual event held in fall, for those looking to explore insights, research and best practices in talent.

FUEL: PROFESSIONAL DEVELOPMENT BOOTCAMP

Various levels

This Series offers 15 high-impact workshops on leadership, management and career growth.

MEMBER ENGAGEMENT

MEMBER ORIENTATION

Series: \$5,000/ year

BUSINESS AFTER HOURS

Event: \$1,000

(or In-kind venue sponsor)

FOR THE LOVE OF SALES

Series: \$5,000

FUEL MILWAUKEE'S

PURELY SOCIAL

6 socials: \$5,000

1 social: \$1,000

BREWERS OUTING

Grand slam: \$3,500

GOLF OUTING

Eagle \$5,000

Putting Contest \$2,000

Cocktail Hour \$1,500

Winning Foursome \$1,500

Winning Foursome \$1,500

EDUCATION, TALENT & WORKFORCE

TALENT SUMMIT

Various levels

LEADERSHIP LUNCHEON

Presenting: \$5,000 / 5 events

FUEL: PROFESSIONAL DEVELOPMENT BOOTCAMP

Various Levels

RECRUITER ROUNDTABLE

Program: \$5,000

PUBLIC POLICY & ADVOCACY

LEGISLATIVE RECEPTIONS

\$3,500/one or \$5,000/both

TOWN HALL SERIES

Series: \$7,500

Want to see more?

Check out photos from our previous events.





Signature EVENTS

Our signature business events offer premier networking and learning experiences for professionals across industries.

Each event brings together top business leaders and innovators, creating opportunities to connect, share insights and explore trends shaping the future of business. Designed to foster meaningful discussions and lasting connections, these events include keynote presentations, interactive sessions and panels led by industry experts.

Join us to expand your network, gain fresh perspectives, and be part of a dynamic community committed to growth and innovation.

Karen Powell
Senior Director, Events & Programs
Phone: (414) 287-4166
Email: kpowell@mmac.org

All Member Meeting (2027)

Fall – Baird Center

Held every 2 years, highlighting accomplishments and presenting MMAC's goals. Typically draws 1,200+ attendees.

Sponsorship Levels:

Presenting \$25,000

Reception \$12,500

Chairman's Circle \$7,500

Business Champion \$1,500

LEGISLATIVE RECEPTIONS

Madison Night in Milwaukee

Spring

Milwaukee Night in Washington DC

Fall

Annual networking receptions that bring together Wisconsin's elected officials and the metro Milwaukee business community to strengthen our state's economy.

Sponsorship Levels:

One reception \$3,500

Two receptions \$5,000

Milwaukee Talent Summit

Fall

Annual event held in fall, for those interested in explore insights, research and best practices in talent.

Sponsorship Levels:

Presenting \$10,000

Supporting \$5,000

Partner \$2,500

FUEL MILWAUKEE

Professional Development Bootcamp

Spring

Professional Development Bootcamp offers 15-workshops over 5 days in the morning, noon and evening. These workshops cover a variety of on-trend topics.

Sponsorship Levels:

Presenting \$10,000

Supporting \$5,000

Contributing \$2,500



MEMBER ENGAGEMENT



Networking and sales events are designed to help members connect, exchange ideas and build business relationships. These events, offer opportunities for attendees to engage in meaningful conversations, meet potential clients and gain new insights through workshops and discussions.

To boost engagement, these events often feature social mixers, product showcases and breakout sessions on industry trends. By blending sales opportunities with networking, they create a space for members to connect and develop lasting professional relationships.

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Member Orientation

Series of 5 events throughout the year

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

Sponsorship Level:
~~Series \$5,000~~ **SOLD**

Business After Hours

Various events

Held in unique settings throughout the metro area, these events connect business professionals, while giving them insights into current trends or projects.

Sponsorship Level:
Event \$1,000
In-kind sponsor

For the Love of Sales

Various events

Typically held in MMAC's office, new topics are discussed in the area of sales and marketing. Large audience of sales and marketing associates in attendance.

Sponsorship Level:
Series \$5,000

FUEL MILWAUKEE

Purely Social

Various events

These events are designed to encourage networking and social interaction between young professionals in the Milwaukee Region. Showcasing Milwaukee's vibrant downtown, socials are held at different locations each time.

Sponsorship Levels:
Six Socials \$5,000
One Social \$1,000

Brewers Outing

Early summer

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.

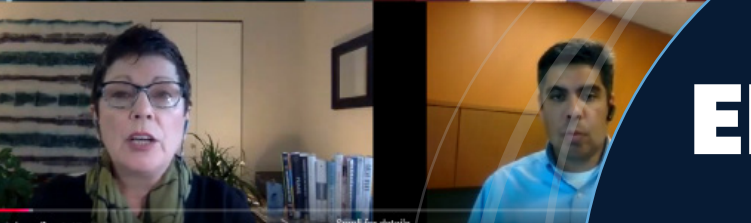
Sponsorship Level:
Grand Slam \$3,500

Golf Outing

Summer

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

Sponsorship Levels:
Eagle \$5,000
Putting Contest \$2,000
Cocktail Hour \$1,500
Winning Foursome \$1,500
Winning Foursome \$1,500



EDUCATION, TALENT AND WORKFORCE

Sponsoring MMAC events dedicated to education, talent and workforce, provides a strategic opportunity to support the development of future leaders and skilled professionals. These events bring together educators, students, industry experts and business leaders to discuss and address key issues in education and workforce development. By sponsoring these events, your brand will be prominently featured, demonstrating your commitment to fostering talent and supporting educational initiatives. Engage with a network of forward-thinking individuals and organizations dedicated to building a robust and dynamic workforce. Position your brand as a champion of education and talent development by becoming a sponsor.

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Signature Event

Milwaukee Talent Summit

Fall

Annual event held in fall, for those interested in explore insights, research and best practices in talent.

Sponsorship Levels:
Presenting \$10,000
Supporting \$5,000
Partner \$2,500

Signature Event

FUEL MILWAUKEE

Professional Development Bootcamp

January-February 2026

Professional Development Bootcamp offers 15-workshops over 5 days in the morning, noon and evening. These workshops cover a variety of on-trend topics.

Sponsorship Levels:
Presenting \$10,000
Supporting \$5,000
Contributing \$2,500

FUEL MILWAUKEE

Leadership Luncheons

5 events throughout the year

Prominent Milwaukeeans in leadership share details of their personal and professional journey to "the top."

Sponsorship Level:
Presenting \$5,000

Recruiter Roundtable

Various events

Designed to give talent acquisition professionals, HR specialists and Diversity leaders a forum to discuss hot topics, challenges, ideas and best practices.

Sponsorship Level:
Program \$5,000



PUBLIC POLICY AND ADVOCACY



Public policy and advocacy events offer a unique platform to align your brand with initiatives that shape the future of our communities and industries. These events gather policymakers, industry leaders and advocates to discuss and influence critical policy decisions.

By sponsoring these events, your brand will gain visibility among key decision-makers and stakeholders dedicated to driving positive change. Demonstrate your commitment to public policy and advocacy by supporting these efforts and positioning your brand as a leader in fostering impactful dialogue and action.

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Signature Events

LEGISLATIVE RECEPTIONS

Madison Night in Milwaukee

Spring

Milwaukee Night in Washington DC

Fall

Annual networking receptions that bring together Wisconsin's elected officials and the metro Milwaukee business community to strengthen our state's economy.

Sponsorship Levels:

One reception: \$3,500

Two receptions: \$5,000

Town Hall Series

Various events

Held at the MMAC, these events connect members with elected officials and other community leaders to hear about topics of interest or discuss specific upcoming legislation or regulation.

Sponsorship Level:

Series \$5,000

Branding Opportunities

Pen Sponsorship

Your brand prominently displayed on pens distributed to attendees at MMAC events.

Notebook Sponsorship

Your brand prominently displayed on notebooks distributed to attendees at MMAC events.

Small Room Sponsor

MMAC has 4 rooms that are used as collaboration or virtual meeting spaces. Display your logo as a frosted glass decal. Example: Huddle Room sponsored by [Logo]. 4 sponsorships available.

Conference Room Sponsorship

MMAC's conference room is available for rent, offering excellent brand visibility to a diverse range of businesses. Showcase your logo with a frosted glass decal on the door. One available. Example: 'Conference Room sponsored by [Logo].

Board Room Sponsorship

MMAC's board room is available for rent, offering excellent brand visibility to a diverse range of businesses. Showcase your full color logo (decal) on the ends of the tables and on the wall adjacent to the board room. One available.

Interested?

Branding opportunities have varying factors. Please connect with **Karen Powell** at kpowell@mmac.org to discuss options and pricing.

Print & Digital Advertising

Milwaukee Commerce Magazine Advertising Opportunities

Our printed magazine reaches nearly **4,500 business leaders** across the region through direct mail to local CEOs, CFOs, CHROs and senior sales and marketing decisionmakers. An additional 500 copies are given to attendees at MMAC meetings and events.

Commerce magazine publishes two annual print editions: a "State of [Topic]" issue that explores timely themes shaping our region, and an Impact Report that captures the measurable outcomes and collective impact of our work. Both serve as keepsake publications designed for long-term reference. Digital versions of the magazine are available on our website for one year.

DEADLINES:

SPRING

Space reservation: **4/3/26**
Print material due: **4/17/26**

FALL

Space reservation: **10/9/26**
Print material due: **10/23/26**

INTERESTED IN ADVERTISING?

JANE BACKES

VP of Investor Development
(414) 287-4114
jbackes@mmac.org

Advertising Packages	Digital Advantage Package \$8,000	Essentials Package \$6,000	Full-Page Ads Only Package \$4,000
Full-page print ad in Commerce magazine (one in each issue Spring and Fall.)	2	2	2
Full-page thought leadership articles in Commerce magazine (one in each issue Spring and Fall.)	2	2	
Digital Magazine posted on MMAC.org for one year	✓	✓	✓
Digital thought leadership articles in off-Commerce quarters posted to mmac.org	2	2	1
Logo featured in Insights eNewsletters (Package level Commerce advertisers exclusively featured.)	✓	✓	✓
Rectangular ad rotating on MMAC.org/Newsroom	✓	✓	
Banner ad on MMAC.org homepage	✓		
Marquee logo (hyperlinked) on MMAC.org/Member-Resources page.	✓		
eNewsletter ad - 2X per year in Presenting Spot**	✓		

STAND-ALONE ADVERTISING

PRINT ADS

- **Full page:** 8in x 10in | 1x = \$2,000 | 2x = \$1,600 (\$3,200 total)
- **Half page:** 8in x 5in | 1x = 1,000 | 2x = \$800 (\$1,600 total)
- **Back cover:** 8in x 7in | Contact Jane Backes if interested in this premium location.

DIGITAL ADS

- **Newsroom Page ad on MMAC.org:** 300x260px | \$1,800 for 6 months | \$2,800 for 12 months
- **Insights newsletter ad:** 650x150px | Presenting: \$400 per newsletter | Supporting: \$250 per newsletter
 - 15% discount if purchasing more than 3 ads in the enewsletters

See next page for additional details.

Print & Digital Advertising

Milwaukee Commerce Magazine Advertising Opportunities

IMPORTANT NOTES:

General information:

- Measurements are given width by height.
- No crop or bleed marks on ads (print or digital).
- Submitted as high-res PDF (print) or PNG (digital).
- MMAC is not responsible for pixelated images due to low quality files.
- Spot or pantone colors will not be honored.

Thought leadership articles:

- MMAC reserves the right to ensure that messages match our organizational values.
- **Printed Full page thought leadership articles** may be provided to MMAC in a print ready format or MMAC will format content to match the magazine's layout. Articles should not exceed a 400 word count.
- **Digital thought leadership articles** can be written by your team or by ours and will live on our newsroom site for a minimum of one year, clearly tagged as sponsored content. Timing is flexible and can be aligned with your goals, though we recommend one article in the summer and one in late fall or early winter to maximize visibility. Content may cover any relevant topic of your choosing, provided it is appropriate and non-political.

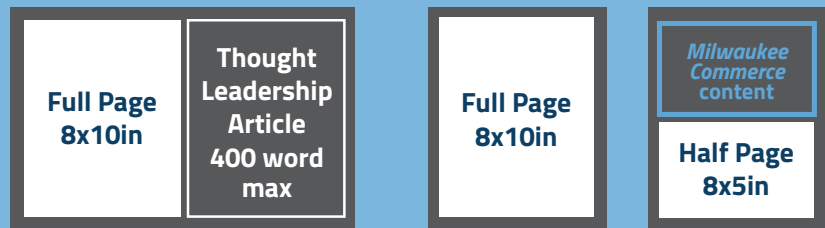
eNewsletters:

- **eNewsletter Presenting spot:** First come, first serve basis, must contact MMAC for desired timeframe.
- Will be sent in two eNewsletter sends (two weeks/ one per week) (x2) = four sends but only two ads.)
- ****Can select Supporting location if Presenting is already reserved.**

Requests for metrics

- Annual ad placements may be requested quarterly, while shorter campaigns can request final metrics at the conclusion of the run.
- eNewsletter metrics can be provided quarterly for overall views or per issue for individual ad placements.
- All metrics will be delivered within 10 business days of the request.
- For specific metrics that are available for each item, please contact Anna Reaves, areaves@mmac.org.

PRINT AD SIZES



DIGITAL SIZES AND EXAMPLES



INTERESTED IN ADVERTISING?

JANE BACKES

VP of Investor Development

(414) 287-4114 | jbackes@mmac.org