

## Legislative Exchange

Every February, WCA holds its annual Legislative Exchange. The two-day event hosts over 200 government officials from around the state to discuss key issues facing counties. Attendees include county board chairs, supervisors, executives and administrators representing all 72 counties. In addition, members of the Wisconsin State Legislature, Supreme Court, administration officials and other business associates attend the Tuesday night county reception.

No other WCA event offers this intimate setting for vendors to market themselves to not only county leaders, but state government leaders. Each year, WCA partners with a select group of private sector businesses to sponsor scheduled meal events.

There are a number of marketing opportunities at the event, including sponsorship of meals, breaks and general sponsorships.

### **Sponsorship Includes**

- Introduction to 200 officials in attendance who directly impact local government purchasing.
- Four (4) invitations to the WCA County Reception  
*A reception where you and your colleagues can interact with various county officials, legislators and state agency officials in a relaxed atmosphere.*
- Active Promotion Items
  - *Logo and name on all event signs and marketing flyers*
  - *Verbal recognition in the 'Wisconsin Counties' magazine and the WCA Legislative Exchange Agenda.*
  - *A flyer provided by you that highlights your company's products and services will be included in all attendees' registration packets.*



**CONTACT:** Cheryl A. Fleck, Marketing & Events  
Manager at **866.404.2700**, [fleck@wicounties.org](mailto:fleck@wicounties.org)

# Legislative Exchange Sponsorship Form

Complete, sign and return to WCA with your check. Print legibly or type your company name as it will appear on sponsorship recognition. Please keep a copy for your records.

COMPANY NAME: \_\_\_\_\_

CONTACT (print name & title): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

**Total Sponsorship Cost:** (Please check one)

- Tuesday Continental Breakfast, \$2,700
- Tuesday Luncheon, \$5,000
- Wednesday Hot Breakfast, \$2,700
- General Sponsor, \$ \_\_\_\_\_

By signing this contract, the undersigned agrees that the above listed information is correct. No refunds will be granted.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Please make checks payable to the Wisconsin Counties Association and mail with the contract to:**

Wisconsin Counties Association  
22 E. Mifflin St., Ste. 900  
Madison, WI 53703



FOR OFFICE USE ONLY
Amount Paid: _____
Date Paid: _____
Check #: _____



## The fine print

Wisconsin Counties Association shall have the full and final power to interpret and/or revise or amend these rules and regulations which in its discretion shall be in the best interest of the WCA Legislative Exchange. The decision of WCA must be accepted as final in any dispute between sponsors or in any situation not covered by these rules and regulations.

**LIABILITY:** Sponsor agrees that WCA and any of their officers, directors, staff members, representatives or employees are not responsible for, and are released from, any liability as to injury, loss or damage that may occur to the sponsor, the sponsor's agents or employees, or any other person or to the sponsor's property prior, during or after the WCA Legislative Exchange.

**CONTRACT TERMINATION:** This agreement may be terminated by WCA at any time upon the breach of any of its conditions by the sponsor, and thereupon all sponsor rights hereunder shall cease and terminate and any payments by sponsor on account hereof prior to said termination shall be retained by WCA as liquidated damages for such breach, and WCA may thereupon resell such sponsorship.

**SHOULD WCA** hold the WCA Legislative Exchange and the sponsor does not attend the event due to acts of God, inclement weather, transportation delays or any other caused beyond the control of WCA, the refund policy on reverse of application shall be final and non-negotiable.

**WCA RESERVES THE RIGHT** to deny or terminate any contract received.

