

WHCA / WiCAL

Wisconsin Health Care Association

Wisconsin Center for Assisted Living



2024 WHCA/WICAL PARTNERSHIP GUIDE

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not your ordinary partnership

Why Partner with WHCA/WiCAL?

WHCA/WiCAL values the relationships we have built with the companies and organization who support the post-acute care sector. It's a true partnership. We strive to create lasting relationships with our partners and continue to enhance the many ways in which our partners can develop and sustain strong, supportive relationships with our members.



Partnering with WHCA/WiCAL will enhance your company's brand and credibility within our membership, as we vet every partner application to ensure it properly aligns with members. Partners are provided exclusive opportunities for networking and establishing new connections within Wisconsin's long term care industry. Partnership also demonstrates your commitment to support and advocate for Wisconsin's long term care providers. WHCA/WiCAL looks to our Partners for support and participation in all association-sponsored events, programs, academies, and communication efforts. Every opportunity provides partners meaningful and engaging interactions with our members, including those key decision makers and leaders in Wisconsin's long term care sector.

Your professional affiliation with the long term care industry means you already recognize & understand that advancing the provider community's interests will benefit your business's interests as well. We truly have strength in numbers! If you wish to grow your business, increase your visibility, enhance or upgrade your exiting partnership, please connect with Vice President of Business Development, Jena Jackson, at jena@whcawical.org.

DON'T JUST TAKE OUR WORD FOR IT...

M3 Insurance has partnered with WHCA/WiCAL for nearly 30 years, and we remain committed to the organization and its member facilities, who provide care for nearly 35,000 residents a year. Throughout our partnership with WHCA/ WiCAL, we have collaborated with members and business partners to conceptualize new ways to better serve the senior living community. The WHCA/WiCAL team are the real key to the success of this partnership. Their work in bringing best in class education to their members, as well as strong lobbying efforts, makes WHCA/WiCAL a key strategic partner for skilled nursing and assisted living facilities throughout Wisconsin. M3 has been honored to partner with them, and we look forward to strengthening our partnership as we look into the future. - Pat LeMire, M3 Insurance, Elite Premier Partner

2024 EVENTS & PROGRAMS

Spring Conference & Expo*

April 10 - 12 | KI Convention Center | Green Bay

Leadership Academy

May - September | Milwaukee Area

Wound Care Clinic

Summer 2024 | TBD

CEO Summit

June 19-20 | Lake Geneva

MacKenzie Classic

July 22 | The Oaks Golf Course | Cottage Grove

Women of LTC Symposium

August 13-14 | Madison

Fall Convention & Expo

October 23-25 | The Osthoff | Elkhart Lake

***The Annual Spring Conference & Expo is the ONLY event open to non-partners. All other association events and programs require partnership in order to participate, exhibit, and/or sponsor.**

PARTNERSHIPS

WHCA/WiCAL offers various levels of Partnership and sponsorship opportunities throughout the year. All major events also offer event-exclusive sponsorships. Additionally, the Pledge Partner Tiers (Select, Prime, Elite, and Elite Premier Partners) offer enhanced marketing, increased visibility, and invitation to exclusive events or meetings.

The following pages will provide details about each Partnership level and the a la carte opportunities for advertising and sponsorship. Please note, these valuable benefits are exclusively available to WHCA/WiCAL Partners. The deadline for enrollment to take advantage of the partner-exclusive benefits & opportunities is April 1, 2024!

All partnership, sponsorship, marketing, and association-involvement questions and inquiries, should be directed to Vice President of Business Development, Jena Jackson at jena@whcawical.org.

[Click HERE to start your Partnership with WHCA/WiCAL!](#)

Standard Partnership: \$650 Annually

- Receipt of WHCA/WiCAL newsletters, memos, and other important electronic distributions & communications
- Discounted rate to exhibit and attend the Spring Conference & Expo
- Eligibility to participate, exhibit, or sponsor at any Partner-exclusive event or program throughout 2024
- A full-page ad in the annual Business Partner Showcase, issued to all WHCA/WiCAL members and stakeholders each July
- Company listing on the WHCA/WiCAL website/Partnership directory
- Introduction to WHCA/WiCAL membership via a New Business Partner Spotlight in *CareConnection*, the association's weekly e-newsletter
- Access to Partner-only advertising & marketing options throughout the year. Including, but not limited to, Facebook Live events, web and social media advertising/marketing, guest column/ad in *CareConnection* newsletter, and/or invitation to present at Conference or Convention
- Access to the WHCA/WiCAL member and partner exclusive sections of whcawical.org, which provides facility locaters, member contact information, and other valuable resources and information you need for a successful partnership
- Pre and post attendee listings when exhibiting or sponsoring at association events, including Spring Conference & Fall Convention

[Click to Secure Your Partnership!](#)

Pledge Partnerships

Elite Premier: \$10,000 Annually

PARTNERSHIP/EVENTS/NETWORKING

All Standard Partnership benefits/inclusions
Preferred booth & placement at Fall Convention (2 staff included)
Preferred booth & placement at Spring Conference (4 staff included)
One Mackenzie Classic Foursome
One staffed tee block at the MacKenzie Classic
Annual invitation to one Board Meeting & other special networking events
Traffic Builder Promotion at Spring Conference & Fall Convention
Lead Retrieval at Spring Conference & Fall Convention
Keynote Introduction

ADVERTISING/MARKETING

Dedicated marketing page on WHCA/WICAL website
Linkable logo added to the web-hosted *CareConnection* publication page
Logo included in every issue of *CareConnection*
Quarterly column/article in *CareConnection*
CareConnection 4-issue Banner Ad - linkable to company website
Pledge Partner Spotlight in *CareConnection* no less than 6x annually
Two Video Spotlights/Facebook Live segments annually

INCLUDED SPONSORSHIPS/RECOGNITION

Mackenzie Classic T-shirt Sponsor, MacKenzie Classic Event Sponsor, MacKenzie Classic Hole Sponsor, *CareConnection* Sponsor, Leadership Academy Sponsor, Spring Conference Opening Night Reception Sponsor, Spring Conference Education Sponsor, Spring Conference Break & Refreshment Sponsor, Spring Conference Keynote Speaker Sponsor, Fall Convention Networking Event Sponsor, Fall Convention Awards Luncheon Sponsor, Fall Convention Education Sponsor, Fall Convention Break & Refreshment Sponsor, Seminar & Webinar Sponsor

Pledge Partnerships

Elite: \$7,500 Annually

PARTNERSHIP/EVENTS/NETWORKING

All Standard Partnership benefits/inclusions

Preferred booth & placement at Fall Convention (2 staff included)

Preferred booth & placement at the Spring Conference (4 staff included)

Two Mackenzie Classic golfers

One staffed tee block at the MacKenzie Classic

Traffic Builder Promotion at Spring Conference & Fall Convention

Lead Retrieval at Spring Conference & Fall Convention

ADVERTISING/MARKETING

Dedicated marketing page on WHCA/WICAL website

Logo included in every issue of *CareConnection*

Quarterly column/article in *CareConnection*

One Video Spotlight/Facebook Live segment annually

Pledge Partner Spotlight in *CareConnection* no less than 4x annually

INCLUDED SPONSORSHIPS/RECOGNITION

MacKenzie Classic T-shirt Sponsor, MacKenzie Classic Event Sponsor, MacKenzie Classic Hole Sponsor, *CareConnection* Sponsor, Spring Conference Opening Night Reception Sponsor, Spring Conference Education Sponsor, Spring Conference Break & Refreshment Sponsor, Fall Convention Awards Luncheon Sponsor, Fall Convention Education Sponsor, Fall Convention Break & Refreshment Sponsor, Webinar Sponsor

Pledge Partnerships

Prime: \$5,000 Annually

PARTNERSHIP/EVENTS/NETWORKING

All Standard Partnership benefits/inclusions

Corner booth at Fall Convention (2 staff included)

Corner booth at the Spring Conference (2 staff included)

One staffed tee block at the MacKenzie Classic **OR** two golfers

Traffic Builder Promotion

Discount on Lead Retrieval at Spring Conference & Fall Convention

ADVERTISING/MARKETING

Dedicated marketing page on WHCA/WICAL website

Annual column/article in *CareConnection*

Pledge Partner Spotlight in *CareConnection* no less than 4x annually

INCLUDED SPONSORSHIPS/RECOGNITION

Spring Conference Education Sponsor

Spring Conference Break & Refreshment Sponsor

MacKenzie Classic Sponsor

Fall Convention Education Sponsor

Fall Convention Break & Refreshment Sponsor

Pledge Partnerships

Select: \$3,500 Annually

PARTNERSHIP/EVENTS/NETWORKING

All Standard Partnership benefits/inclusions

Booth at Fall Convention (2 staff included)

Booth at the Spring Conference (2 Booth Staff included)

Traffic Builder Promotion at Spring Conference & Fall Convention

Discount on Lead Retrieval at Spring Conference & Fall Convention

ADVERTISING/MARKETING

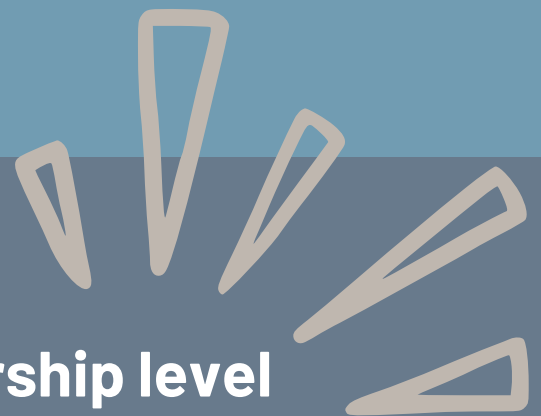
Dedicated marketing page on WHCA/WICAL website

Pledge Partner Spotlight in *CareConnection* no less than 2x annually

INCLUDED SPONSORSHIPS/RECOGNITION

Spring Conference Education Sponsor

Fall Convention Education Sponsor



**This is an excellent partnership level
if you plan to exhibit at both
Spring Conference & Fall Convention!**

SPONSORSHIPS

Partnership required to take advantage of these opportunities!

CEO Summit Sponsor* - \$5,000

**Exclusive offer and available to only FIVE partners*

CEO Summit Dinner Sponsor* - \$7,000

**Exclusive offer and available to only ONE partner*

Women of LTC Symposium Event Sponsor - \$1,500

Women of LTC Symposium Dinner Sponsor - \$3,000

Leadership Academy Tuition/Cohort Sponsor - \$2,000

Leadership Academy Lunch Sponsor - \$1,000

Wound Care Clinic Sponsor - \$1,000

MacKenzie Classic Hole Sponsor - \$850

MacKenzie Classic Bloody Mary Bar Sponsor - \$2,000

MacKenzie Classic Lunch Sponsor - \$2,500

MacKenzie Classic Dinner Sponsor - \$3,500

SPONSORSHIPS

continued

Mackenzie Classic Keg Sponsor - \$850

Mackenzie Classic Bronze Sponsor - \$1,500

Mackenzie Classic Silver Sponsor - \$2,500

Mackenzie Classic Gold Sponsor - \$3,500

Spring Conference Lunch Sponsor - \$3,500

Spring Conference Opening Night Reception Sponsor - \$3,000

Spring Conference Expo Happy Hour Sponsor - \$2,500

Spring Conference Education Sponsor - \$1,500

Fall Convention Opening Night Reception Sponsor - \$2,500

Fall Convention Expo Happy Hour Sponsor - \$2,000

Fall Convention Bloody Mary & Mimosa Bar Sponsor - \$2,000

Fall Convention Education Sponsor - \$1,500

SPONSORSHIPS

continued

All sponsorships are offered & available to WHCA/WiCAL Partners. Details and descriptions of these various sponsorships are provided on the applicable event landing page and/or made available at the time the event is opened for registration.

All sponsorships include recognition of the sponsorship leading up to the event, during the event, and post-event. Additionally, sponsorships include an attendee listing of the event being sponsored. Sponsors also have the opportunity to build and strengthen relationships with provider leadership and executives.

The more exclusive events, like the CEO Summit and Women of LTC Symposium, provide sponsors lucrative networking opportunities with key leaders and decision makers from the LTC sector.

All questions regarding sponsorship should be directed to Vice President of Business Development, Jena Jackson, at jena@whcawical.org.

Marketing & Advertising

All Partners receive a full-page add in the annual Business Partner Showcase, published each July

All Partners receive a listing on the WHCA/WiCAL web-hosted Partnership Directory

All Partners have the opportunity to participate in WHCA/WiCAL hosted events

SOCIAL MEDIA & DIGITAL MARKETING

From Facebook Live to mini commercials, WHCA/WiCAL wants to ensure you reach our members and share your message in the most-impactful way possible! We offer a wide-array of social and digital media marketing opportunities that are offered to Partners.

Sponsored Content: Starting at \$500/ad
Facebook Live Segment: \$750

NEWSLETTERS AND ELECTRONIC PUBLICATIONS

WHCA/WiCAL electronic communications are distributed to all members, partners, and key decision makers at both the state and federal levels. Advertisement opportunities include, but are not limited to, guest columns or articles, photo/logo-only advertisement, photo/logo + content, and banner advertisements.

Logo Placement in *CareConnection* (1 issue): \$500
Logo Placement in *CareConnection* (4 issues): \$1,500
Guest Column/Article + Logo (1 issue) \$1,000
Banner Add (2-issue run): \$850



If you are ready to Partner
with WHCA/WiCAL,
complete the partnership
application TODAY!

whca/wical partnership



QUESTIONS? Connect with Jena!

Vice President of Business Development
Jena Jackson
jena@whcawical.org