

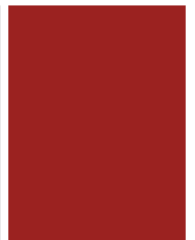
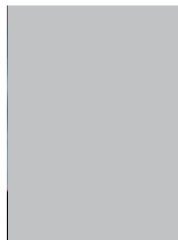
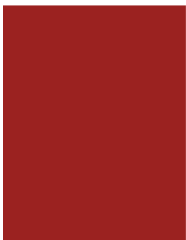
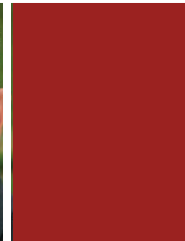
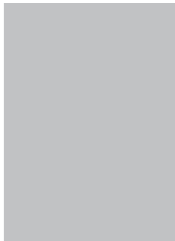
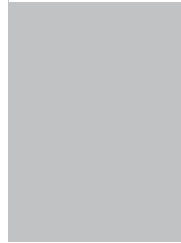
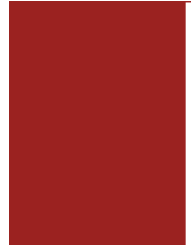
*10th Annual*



# **Business Day in Madison**

**February 16, 2012**

Monona Terrace Community &  
Convention Center  
Madison, WI



# Sponsorship Opportunities

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In 2012, America will decide if we stay the course or go a new direction. Dominating the landscape will be the economy, the price of energy and the elections – the Three E's of America's future. Business leaders will have an opportunity to shape the debate that will forge the consensus that will chart the course for our nation.

Business Day in Madison this year will provide a preview into the hottest topics confronting our state and nation. Your sponsorship will ensure that the business perspective is part of the dialogue.

*Business Day in Madison* is Wisconsin's premiere legislative event, bringing nearly 1,000 business leaders together with policymakers to discuss the most important issues facing our state. The program format provides an opportunity for the business community to have direct access to elected officials, hear from nationally acclaimed experts on current issues, and network with other business leaders.

Please consider sponsoring this exciting event. The generosity of our sponsors enables *Business Day in Madison* to offer affordable, high quality programming for Wisconsin's entire business community -- from sole proprietors to major corporations. We are confident each of the speakers on the 2012 agenda will deliver an insightful address to make this a valuable program.

You may sponsor a speaker, a portion of the program, or the entire day -- whatever fits your branding strategy and your budget.

Please see the sponsorship details on the following pages.

## QUICK CONTACTS

### *Program Director*

Jane Algiers  
[jalgiers@wmc.org](mailto:jalgiers@wmc.org)  
608-661-6925

### *Sponsorships*

Amber Schroeder  
[aschroeder@wmc.org](mailto:aschroeder@wmc.org)  
608-661-6907



# 2012 Speakers

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## ENERGY



### **Robert BRYCE**

Senior Fellow at the Manhattan Institute; Energy Expert  
**“Inventing the Future: Five Reasons to be Optimistic about Future Energy and Power Supplies”**

Amid all the projections of doom and gloom about the future, there are a myriad of reasons to be optimistic about the direction of our energy and power systems. Increasing conversion efficiencies along with ever-improving methods of

finding and producing hydrocarbons will help assure continued economic growth for decades to come.

### **Todd BUCHHOLZ**

Former White House Economic Policy Director, Trend Forecaster, Investor, Author, Politics, Global Economy  
**“The Economy in the Age of Obama”**

Buchholz takes you on a tour of Washington power centers, showing you how the Obama White House is reshaping the economy, Wall Street and your business.

Who is pushing the buttons on economic policy and industry regulation? How will the 2012 elections shake up the tax code and international trade? Will new environmental policies invigorate or cripple the business climate. Todd Buchholz will give you behind-the-scenes insights on the elections and help you figure out whether the shenanigans in Washington will make life easier or tougher for your company.

## ECONOMY



## ELECTIONS



### **Dr. Frank LUNTZ**

Pollster and Communications Professional, Luntz Global  
**“What’s REALLY on the Mind of America?”**

Most public opinion experts can only tell you what they *think* is on the minds of ordinary Americans, but Dr. Frank Luntz lets ordinary Americans speak for themselves. Dr. Luntz will provide expert insight and analysis that can help you, the business leader, the politician, or just the average

citizen, understand the thoughts and feelings of the average American.

Guest Speaker: Governor Scott Walker

Invited Speakers: Presidential candidates from both parties.

# Sponsorship Opportunities

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## **DIAMOND \$10,000**

The Diamond Sponsorship Level provides premium recognition on the program's website, and on screen at sponsored session; full-page color ad in event booklet; introduce session (two minutes); electronic attendee list; eight tickets to VIP Reception, eight program registrations and reserved table of eight at luncheon.

Sponsorship options include:

- ~~Featured Speaker: Frank Luntz~~ **SOLD**
- ~~Featured Speaker: Todd Buchholz~~ **SOLD**
- ~~Featured Speaker: Robert Bryce~~
- ~~Guest Speaker: Governor Scott Walker~~ **SOLD**
- ~~Welcome Reception with U.S. Senate Candidates~~ **SOLD**
- ~~Presidential Candidates\*~~

\* Presidential candidates will be added to the roster as they confirm.

## **PLATINUM \$5,000** *(no longer available)*

The Platinum Sponsorship Level provides premium recognition on the program's website; half-page color ad in event booklet; opportunity to provide lanyards; signage at sponsored event; electronic attendee list; eight tickets to VIP Reception; eight program registrations and reserved table of eight at luncheon.

Sponsorship options include:

- ~~VIP Reception~~ **SOLD**
- ~~Registration Center~~ **SOLD**
- ~~Continental Breakfast~~ **SOLD**
- ~~Morning Break~~ **SOLD**
- ~~Afternoon Break~~ **SOLD**



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## **GOLD \$3,500**

The Gold Sponsorship Level offers recognition on the program's website; event booklet; and signage at sponsored event. Additionally, Gold Sponsorship receives an electronic attendee list; six or eight program registrations (depending on which option is chosen; see below), and seating in identified VIP section at luncheon.

Sponsorship option 1 (limited to 5 below):

- Event Booklet **SOLD**
- Internet Cafe
- Transportation & Parking **SOLD**
- Recognition Video
- Legislative Directory **SOLD**

Sponsorship option 2 (unlimited):

Two additional tickets in lieu of Option 1 (a total of 8 registrations).

## **SILVER \$2,500**

Benefits: Recognition on the program's website and in program booklet; four program registrations and seating in identified VIP section at luncheon.

Unlimited sponsorships available.

## **BRONZE \$1,500**

Benefits: Recognition on website and in program booklet; two program registrations and seating in identified VIP section at luncheon.

Unlimited sponsorships available.

# Draft Agenda

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Opening Speaker	Frank Luntz; Pollster and Communications Professional, Author; Luntz Research and Luntz Global
Keynote Speaker	Todd Buchholz; Former White House Economic Policy Director, Trend Forecaster, Author
Afternoon Speaker	Robert Bryce; Senior Fellow at the Manhattan Institute; Energy Expert, Author
Closing Speaker	Governor Scott Walker ( <i>invited</i> )

\*Presidential candidates will be added to the agenda as they confirm.

## BUSINESS DAY IN MADISON PARTNERS

*Business Day in Madison* is hosted by a coalition of trade groups and local chambers of commerce throughout the state, including the Community Bankers Association, the Midwest Food Processors Association, the Wisconsin Builders Association, the Wisconsin Insurance Alliance, Wisconsin Manufacturers & Commerce, the Wisconsin Mortgage Bankers Association, the Wisconsin Restaurant Association, the Wisconsin Utilities Association, and more.

