

# 2022 SUMMIT ON POVERTY

IN PURSUIT OF RESILIENCE & SELF-DETERMINATION

## SPONSORSHIP PACKAGE

SPONSORSHIP MADE POSSIBLE BY:



HOSTED BY





# **IN PURSUIT OF RESILIENCE & SELF-DETERMINATION**



# Introduction

## *In Pursuit of Resilience & Self-Determination.*

We are in the midst of a pandemic, economic crisis, and a grim reality of racial and economic disparities. Our communities are struggling.

The time to act is now! You can do so by sponsoring the 2022 Summit on Poverty.

The Social Development Commission (SDC) is pleased to host the 2022 Summit on Poverty, October 25 - 27, 2022, at the Wisconsin Center District, 400 W. Wisconsin Ave, Milwaukee.

Join a movement that will help our communities turn the corner, recover and thrive.

The Summit on Poverty is a unique gathering that promotes learning, engagement, and advocacy.

We remain focused on our commitment to provide access to vital tools and resources that help impacted people establish pathways out of and away from poverty.

The Summit on Poverty will also address barriers that impact people in vulnerable communities.

The 2022 Summit on Poverty is an in-person and virtual event. With its growing outreach, it has the capability to reach more people than ever before.



Dr. George P. Hinton, CEO  
Social Development Commission

We still believe we are better together, and that's why we invite you to become a sponsor of the 2022 Summit on Poverty.

**The community needs us, and we need you.**

**Become a 2022 Summit on Poverty sponsor today.**

By participating in this conference, you will help us uphold the Promise of Community Action:

*Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.*



# Content

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# About Us

## Who is the Social Development Foundation?

Poverty in our communities has reached an alarmingly high rate. It is nearly impossible for someone to move beyond poverty without help.

This is why the Social Development Foundation is a long-time supporter of the Summit on Poverty. The Summit on Poverty is an annual catalyst for change and provides a safe space for well-informed, honest discussions.

With the ongoing impacts of the pandemic, your sponsorship is vital as we work to identify and mobilize resources to move people out of poverty.

Support this summit and our communities by becoming a 2022 Summit on Poverty sponsor today. Your support will help us as we engage the community around the theme... In the Pursuit of Resilience & Self-Determination.

The Social Development Foundation was established in 2003 as a 501(c)(3) nonprofit organization for the sole purpose of providing support for the programs and initiatives of the Social Development Commission (SDC). The mission of the Social Development Foundation is to generate awareness, identify resources, and secure support to advance the efforts of the Social Development Commission.



Alicia Smith McCants, President  
Social Development Foundation



# About The Event

## In Pursuit of Resilience and Self-Determination

The Summit on Poverty is essential.

Our 2022 Summit on Poverty will examine evidence-based strategies and the latest tools for exposing and disrupting the experience of poverty. We come together as a community and discuss not just the symptoms of poverty but the key barriers to success: trauma, cognitive dissonance, policies and systems, and “the isms” including racism, sexism, and classism.

With the on-going COVID-19 global pandemic, economic crisis, and heightened realities of racial and economic disparities, our 2022 summit will highlight examples of how we collectively responded during this crisis. We’ll look at what worked, what didn’t work and why.

As we focus on the theme: In Pursuit of Resilience and Self-Determination,

our 2022 summit will also look at the challenges many community leaders, service providers, and business leaders faced attempting to pivot and respond effectively to members of our community who are experiencing poverty.

Participants will examine national, regional, and local systems and how these shape policies and our collective response. By drawing attention to the structural underpinnings of poverty, we believe a well-informed and intellectually honest discussion can take place and help lead to impactful change.

Attendees include community members, business leaders, healthcare professionals, academics, advocates, human service providers, change makers, and more.

# Current & Past Supporters

Our Planning Coalition and Partners are vital to this work.

ACLU  
African American Chamber of Commerce  
All of Us Research Program - Milwaukee \*°  
Alma Center  
American Heart Association  
Anthem Blue Cross and Blue Shield \*  
Ascension \*°  
Associated Bank \*  
Aurora Health Care \*  
Bader Philanthropies \*  
Boys & Girls Clubs of Greater Milwaukee  
Daniels-Mardak Branch  
Center For Self-Sufficiency  
Children's Community Health Plan \*  
Children's Hospital of WI \*  
City of Milwaukee  
Feel Good, Inc. \*  
Forward Community Investments \*  
Greater Milwaukee Committee \*  
Great Lakes Dryhooch, Inc °  
The Helen Bader Institute for Nonprofit  
Management \*

Hispanic Chamber of Commerce  
Interfaith Conference  
JCI \*  
Kids Forward  
Leaders Igniting Change (LIT) Milwaukee  
Mansfield Hall \*  
Marquette University \*°  
Marquette University Office of Economic  
Engagement  
Medical College of Wisconsin \*  
Milwaukee Area Labor Council, AFL-CIO  
Milwaukee Area Technical College  
Milwaukee Bucks \*  
Milwaukee County  
Milwaukee Health Services °  
Milwaukee Public Schools  
My Choice Family Care Inc. \*°  
NAACP - Milwaukee Branch  
National Christian Foundation  
Northcott Neighborhood House  
Northwestern Mutual Foundation \*  
Public Allies

Office of African American Affairs -Milwaukee  
County  
Office of the Governor - State of Wisconsin  
Office of Violence Prevention - City of  
Milwaukee \*  
Redgen \*  
Revitalize Milwaukee °  
Rogers Behavioral Health \*  
Ross Innovative Solutions \*  
SaintA \*  
Samaritan Family Wellness \*  
TMG Wisconsin \*°  
UnitedHealthcare Community Plan Wisconsin \*  
United Way of Greater Milwaukee & Waukesha  
Counties  
University of Wisconsin - Milwaukee  
University of Wisconsin - Milwaukee School of  
Education  
WHEDA \*°  
WISCAP  
Wisconsin Community Service \*  
YWCA of Southeast Wisconsin \*

\* 2019 Sponsors

° 2021 Sponsors



A stylized, flat-design illustration of a city skyline. The background features various skyscrapers and buildings in shades of blue, orange, and yellow. In the foreground, there are two bridges: a cable-stayed bridge on the left and a truss bridge on the right. The overall aesthetic is modern and graphic.

# **Full Benefits. High Returns**

Exposure. Connect. Publicity.



# TITLE SPONSOR PACKAGE

# \$50,000

EXCLUSIVE

The TITLE SPONSOR PACKAGE is an exclusive top-level sponsorship opportunity that will ensure your organization's brand is elevated throughout the entire conference. The benefits of this package include:

- Exclusive branding as Conference Title sponsor on all printed materials, virtual platform and event website
  - Elevated brand presence (all print, web and social media)
  - Standing Banner announcing sponsorship
  - Logo included on all event collateral including conference website homepage (with hyperlinks driving traffic to sponsor website), sponsor appreciation signage, program, flyers, etc.
  - Website presence on SDC and SD Foundation websites for 1 year
  - Logo included in pre-conference print and digital campaigns including conference marketing emails and newsletters
  - Promotion to media and press outlets as a major supporter of the conference
  - Social Media exposure on Facebook, Twitter and LinkedIn
  - Logo on conference bag offered to each attendee
  - Branded promotional item in bag
  - Banner ad on conference mobile app
  - Conference mobile app presence including pre and post event - click-able link
  - Official recognition of sponsor at conference opening and closing sessions
  - Opportunity for 15-minute podium address to conference attendees (estimated attendance 1000+ in-person or virtual)
  - Introduction of Day 1, Day 2, or Day 3 keynote speaker
  - 2 (Two) Reserved Tables (8 per table) with sponsor-reserved signage at the 2022 conference
  - Photo opportunity with keynote speaker(s)
  - Full page color ad space in conference program (inside cover) booklet
  - Recognition in conference program booklet
- Recognition in SD Foundation's annual report
  - Strategic placement of the complimentary exhibition space
  - Letter of Thanks from Commission Chairman and SD Foundation President
- **Legacy Gala Benefits\***
    - **Recognized as a Legacy Supporter on all printed materials and event website**
    - **One Reserved Full Table (10 seats per table)**
    - **Sponsor Reserved signage**



\* Legacy Gala  
Sunday, October 16th



# SIGNATURE SPONSOR PACKAGE

## \$20,000

5 AVAILABLE



SIGNATURE SPONSORS have the opportunity to be a presenter of one of our four workshop tracks. With this opportunity and increased visibility, your brand will be highlighted throughout the conference to our attendees. We will also promote your sponsorship through our digital marketing, communications and printed collateral before and after the conference.

- Sponsor one of four (4) workshop tracks. Includes logo recognition on the track signage and in the conference program and virtual platform
- Workshop track naming opportunity "This workshop is presented by"
- Logo included on all event collateral including conference website homepage (with hyperlinks driving traffic to sponsor website), sponsor appreciation signage, program, flyers, etc.
- Recognition as signature sponsor on SDC and SD Foundation websites for 1 year
- Social Media exposure on Facebook, Twitter and LinkedIn
- Branded promotional item in conference bag
- Conference mobile app presence including pre and post event – clickable link
- Official recognition of sponsor at conference opening and closing sessions
- Opportunity for 5-minute podium address to conference attendees (option for in-person, virtual or pre-recorded). Estimated attendance 1000+ in-person or virtual.
- 1 (One) Reserved table space for eight (8) with sponsor-reserved signage at the 2022 conference
- Photo opportunity with keynote speaker(s)
- 1-page color ad space in conference program booklet
- Recognition in conference program booklet
- Recognition in SD Foundation's annual report
- Complimentary vendor space
- Letter of Thanks from Commission Chairman and SD Foundation President
- **Legacy Gala Benefits\***
  - Recognized as a Legacy Supporter on all printed materials and event website
  - One-half (1/2) Reserved Table (5 seats per table)
  - Sponsor Reserved signage

\* Legacy Gala  
Sunday, October 16th

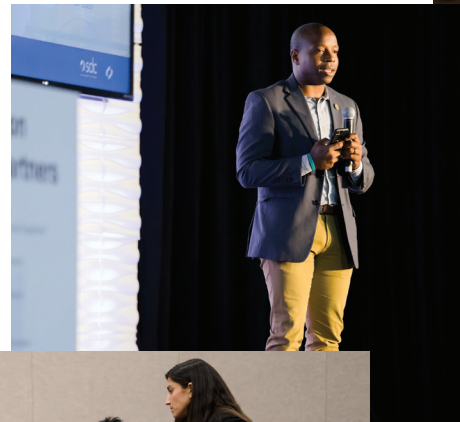
# ELITE SPONSOR PACKAGE

## \$10,000

6 AVAILABLE

- Logo included on all event collateral including conference website (with hyperlinks driving traffic to sponsor website), virtual platform, sponsor appreciation signage, program
- Recognition as elite sponsor on SDC and SD Foundation websites for 1 year
- Social Media exposure on Facebook, Twitter and LinkedIn
- Branded promotional item in conference bag
- Conference mobile app presence including pre and post event - click-able link
- Official recognition of sponsor at conference opening and closing sessions
- 1 (One) Reserved table space for eight (8) with sponsor-reserved signage at the 2022 conference
- Photo opportunity with keynote speaker(s)
- 1/2 page color ad space in conference program booklet
- Recognition in conference program booklet
- Recognition in SD Foundation's annual report
- Complimentary vendor space
- Letter of Thanks from Commission Chairman and SD Foundation President
- **Legacy Gala Benefits\***
  - Recognized as a Legacy Supporter on all printed materials and event website
  - One-half (1/2) Reserved Table (5 seats per table)
  - Sponsor Reserved signage

\* Legacy Gala  
Sunday, October 16th







# PARTNER SPONSOR

## PACKAGE

# \$5,000



- Logo included on all event collateral including conference website (with hyperlinks) driving traffic to sponsor website, virtual platform, sponsor appreciation signage, program
- Recognition as partner sponsor on SDC and SD Foundation websites for 1 year
- Social Media exposure on Facebook, Twitter and LinkedIn
- Conference mobile app presence including pre and post event- clickable link
- Official recognition of sponsor at conference opening and closing sessions
- 1/2 Reserved table space for four (4) with sponsor-reserved signage at the 2022 conference
- 1/4 page color ad space in conference program booklet
- Recognition in conference program booklet
- Recognition in SD Foundation's annual report
- Complimentary vendor space
- Letter of Thanks from Commission Chairman and SD Foundation President



# SUPER FRIEND SPONSOR PACKAGE

**\$1,000**

- Name recognition on all event collateral including conference website, virtual platform, sponsor appreciation signage, program, etc.
- Recognition as Super Friend sponsor on SDC and SD Foundation websites for 1 year
- Social media exposure on Facebook, Twitter and LinkedIn
- Conference mobile app presence
- Four (4) reserved seats at the 2022 conference
- Recognition in conference program booklet
- Recognition in SD Foundation's annual report
- Complimentary vendor space
- Letter of Thanks from Commission Chairman and SD Foundation President



# ALLY SPONSOR PACKAGE

## \$500

- Complimentary vendor space
- 2 (Two) reserved seats at the 2022 Summit conference
- Recognition in conference program booklet
- Recognition in SD Foundation's annual report



# DEDICATED SPONSORSHIPS

**We have sponsorship opportunities for every organization. Find the sponsorship that best fits your needs for exposure.**

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## **LUNCH SPONSOR \$20,000** 2 Available

- Two standing banners placed in lunch venue
- Signage placed on all dining tables during lunch
- Recognition in SD Foundation's annual report
- Name and logo on conference website, mobile app and in program

## **KEYNOTE SPONSOR \$10,000**

- Name and logo on screen presentation. Speaker sponsored by...
- Recognition in SD Foundation's Annual Report
- Name and logo on conference website, mobile app and in program

## **PRINT SPONSOR \$10,000**

- Logo on back of conference program booklet
- Name and logo recognition on conference website
- Recognition in SD Foundation's Annual Report
- Name and logo on conference website, mobile app and in program

## **LOGISTICS SPONSOR \$10,000** 1 Available

- One half-page ad in the program booklet
- Two standing banners in rotunda
- Recognition in SD Foundation's Annual Report
- Name and logo on conference website, mobile app and in program

## **MOBILE APP SPONSOR \$6,000**

The app will allow the user to view the schedule of events, search abstracts, program descriptions, poster presentations, and exhibitor listings at their fingertips. The app will even allow a personalized schedule. This opportunity is a highly visible way for your message to reach attendees during the meeting.

- Logo on the loading screen
- Logo on the main menu
- Banner advertisement within the app
- Recognition in SD Foundation's Annual Report
- Name and logo on conference website, mobile app and in program

## **CHARGING STATION \$5,000** 1 Available

- Signs with logo displayed on header panels at the device charging station
- Location of charging station in high traffic area
- Recognition in SD Foundation's annual report
- Name and logo on conference website, mobile app and in program

## **REUSABLE WATER BOTTLE \$3,000** 1 Available

- Logo on a reusable water bottle offered to 1,000+ attendees
- Recognition in SD Foundation's annual report
- Name and logo on conference website and program

## **CONFERENCE LANYARDS \$3,000** 1 Available

As the sponsor of the lanyards, your company gets great visibility, literally walking billboards.

- Company name on conference lanyards (estimated attendance 1000+)
- Recognition in SD Foundation's annual report
- Name and logo on conference website, mobile app and in program

## **PROGRAM ADVERTISEMENT**

- One full-page ad \$500
- One half-page ad \$400
- One quarter-page \$300





## Contact Us

If you are interested in partnership opportunities, please contact us. The sooner you get on board, the more engagement opportunities you will have.

**Please contact La Toya Jones at:**

**[ljones@sd-foundation.org](mailto:ljones@sd-foundation.org)**

**414.906.2823**



### **Social Development Foundation**

1730 West North Avenue, Milwaukee, 53205

Phone

414.906.2700

Email

[info@sd-foundation.org](mailto:info@sd-foundation.org)

Foundation Website:

[www.sd-foundation.org](http://www.sd-foundation.org)

Event Website:

[www.summitonpoverty.org](http://www.summitonpoverty.org)