

WISCONSIN SCHOOL OF BUSINESS
MARKETING SUMMIT

SEPT 12-13, 2024



SPONSOR PROSPECTUS

For more information contact Kristin.Branch@wisc.edu

300+

Projected attendees at the
2024 Summit

100+

Companies represented

98%

Of attendees are likely to return
to the next Marketing Summit¹

2,000

Unique visitors to the Summit
website in 2022

A photograph of the Wisconsin School of Business building, a modern multi-story structure with a curved facade and large windows. The building's name is visible on the upper part of the facade. A large, white, bold text overlay reads "QUICK FACTS" in the bottom right corner of the image.

**QUICK
FACTS**

AUDIENCE



Companies represented in 2022:



Common job titles represented:

- Director,
- Vice President,
- Brand Manager
- Insight Strategist,
- President,
- Senior Manager



AUDIENCE

Top Industries, in addition to higher education:



20.6% of attendees at 2022 Marketing Summit were C-Suite Executives and/or held Vice President titles



ABOUT

SEPT 12-13, 2024

UNION SOUTH, Madison, WI

Wisconsin School of Business'
biennial marketing industry conference

Experienced marketers attend to...

Learn

Our educationally-focused conference brings in case studies, marketing executives, industry-applicable academic research, and innovative approaches that are more than just interesting but that can be applied to your company & role.

Connect

With the Badger marketing network, alumni, board members, industry leaders and students to reconnect and expand your network.

Inspire

Summit attendees range from industry leaders to emerging talents, all seeking to be inspired and inspire in turn. Industry professionals in attendance gain valuable insights from speakers while also actively contributing to shaping the next generation of marketers.



**MORE
ABOUT US**

The Marketing Summit is hosted by the Wisconsin School of Business' [Marketing Leadership Institute](#).

The Marketing Leadership Institute (MLI) is dedicated to fostering industry connections to propel marketing leadership, discovery, and impact.

The MLI, in conjunction with the Marketing Department, supports the education for current students and lifelong learning for our alumni.

It is our commitment to offering continued learning opportunities to our alumni and our dedication to furthering marketing knowledge that led to the creation of the Marketing Summit.

#9

best undergraduate
marketing program

- *U.S. News & World Report,*
2023-2024

#5

in the U.S. for Best
Marketing MBA

- *Princeton Review, 2023*

Winning at Digital Personalization: What Leaders Do

John Copeland



Three to Watch Out For: Emergent Global Trends that Will (Re)Shape Marketing

Oscar Yuan

IpsosStrategy3

Superior Consumer Experiences Powered by Human + Data + Technology, A Case Study

Eric Breissinger & Kirti Singh



Marketing CMO Perspectives

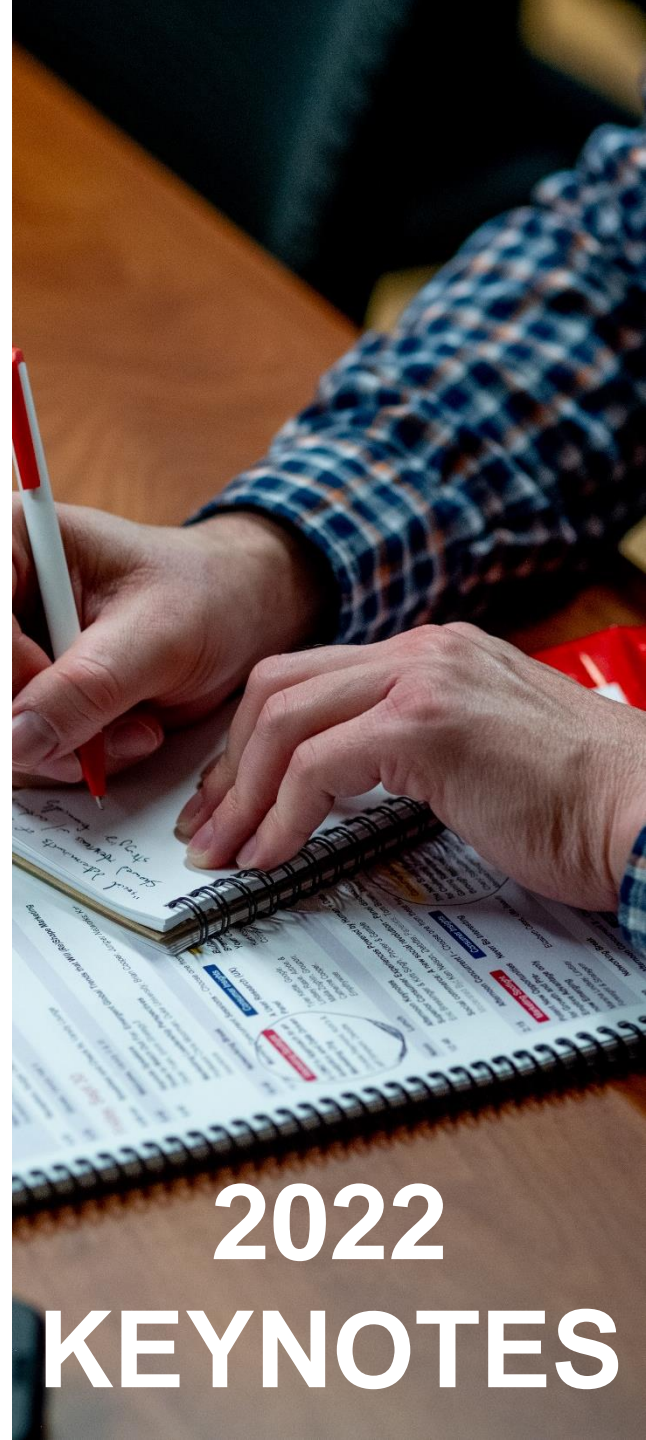
Chris Moorman, Brian Cooper, Kate Manfred, & Sherina Smith

Social commerce: A new social revolution

Ken Nelson, Tom Brown, Kyle Gore, & Elizabeth Oats



2022
KEYNOTES



Marketing Summit content is curated and delivered by our Board:

MLI External Advisory Board



Confirmed Additional Speakers include:



Julian Lopez
AVP Brand Strategy
& Insights
USAA



Erin Price
Senior Vice
President Marketing
Sargento Foods



Jordan Williams
Director, Business
Strategy, Retail
Solutions
Starbucks



Crystal Zerrenner
Chief Growth Officer
Thinx, Inc

INDUSTRY SPEAKERS

Interested or have a speaker suggestion? Let us know!



STRUCTURED FOR NETWORKING

A top reason attendees & sponsors love the Marketing Summit is the connections – both old and new.

So, we've structured our schedule for plenty of networking.

- Immerse yourself in dynamic conversations with industry leaders during networking breaks, meals, and receptions.
- Engage with the brilliant minds fresh off our stage, share insights, and discover new business opportunities.
- Transform every break into a chance to forge valuable relationships, foster collaborations, and elevate your brand in the vibrant landscape of marketing excellence.



SPONSORSHIP PACKAGES

Both Packages Include

- Company logo on Summit website, linked to your company home page
- Marketing brochure/piece and trinket in registration bags
- Company logo on sponsorship signs, invitations and other marketing materials
- Thank you post on social media
- Promotional Material in Post-Summit Virtual Takeaways

Partner Sponsor

- Partner Section size/listing for Company Logo on Summit communications/website
- Half Page Advertisement in printed Summit booklet
- Introduction of a concurrent speaker (Limited number of these spaces are available)
- Includes 1 attendance pass

\$6,500

Event App Sponsor

- Prominently featured on the event app
- Opportunity to engage with the audience through an attendee-app-game
- Listed as supporting sustainability efforts to cut back on printed materials
- Includes 1 attendance pass

\$8,500, Only 1 available!

ADDITIONAL OPTIONS

Student Supporter

\$1,000, Stand Alone or Add-on to your package

Help keep the Marketing Summit an event that students can attend for nearly no cost.

Add \$1,000 to your sponsorship package or registration fee to become a Student Supporter Sponsor.

You get:

- Listing on Summit website
- Listing in Summit Printed Materials
- Group Social Media Thank You Post

If none of these options are the right fit, we can work with you to develop a sponsorship that is right for you!



2022 SUMMIT SPONSORS

Deloitte.





**THANK YOU FOR
YOUR
CONSIDERATION**

Please don't hesitate to contact us to discuss sponsoring the 2024 Marketing Summit, or for information about being a speaker and other partnership opportunities:



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