



SUMMIT ON POVERTY

• STATEWIDE EDITION

POVERTY MATTERS

April 20, 2018

Dear Friend of WISCAP,

This year, WISCAP will be hosting its 34th annual *Poverty Matters!* conference in partnership with SDC's annual *Poverty Summit*. The 2018 *Poverty Matters Summit* will be held on September 27th-28th at Hyatt Regency Milwaukee. In partnering, we hope to draw broad participation to help address our conference theme; *Sharing Our Stories, Cultivating Our Solutions: Closing the Rural-Urban Divide*. Over the course of the conference, we aim to explore the shared experience of poverty and the interconnected economic, social and political life of rural and urban Wisconsin. Participants will be challenged to examine the national, regional and local systems at play and consider how these shape policy 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 ultimately help lead to moral choices and more effective anti-poverty policies and strategies.

WISCAP is Wisconsin's Poverty Fighting Network. We are the statewide association of Wisconsin's sixteen Community Action Agencies (CAA) and two single purpose agencies. Our Focus Areas include:

- **Policy & Advocacy:** We advocate for public policies that lead to economic opportunity and help secure essential housing, health, and income supports; **Public Education:** By informing the public on the causes and consequences of poverty, we create the will to bring about real change; **Member Services:** We are dedicated to promoting the efforts of local CAAs and securing resources to strengthen their programs and services; **Research:** We engage in original research by documenting and telling the stories of poverty and its impact on local communities.

In the past, our conference has catered primarily to service professionals, working with low-income families. The conference typically provides workshops and plenary sessions that help give our attendees some of the tools necessary to fight poverty. Last year our conference brought together roughly 200 participants and featured a wide range of workshops such as helping youth aging out of foster care and stabilizing housing for low-income tenants. The closing plenary session featured Amy Goldstein, writer for the *Washington Post* and author of *Janesville: An American Story*, who discussed the social and economic fallout resulting from the closing of a General Motors plant.

Social Development Commission (SDC) is the community action agency serving Milwaukee County. SDC holds the goal of empowering people with the resources to move beyond poverty. SDC's core approach and activities include:

- **Strengthening families** with a two-generational approach; one that addresses the needs of an individual while also considering the needs of the family; **Providing unique services** to


Social Development Commission
1703 W North Avenue
Milwaukee, WI 53205
414.906.2700
cr-sdc.org


WISCAP
30 W. Mifflin St.
Ste. 406
Madison, WI 53703
608.244.4422
wiscap.org



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seniors in the community; **Supporting the dreams of our youth** while encouraging their families to be involved in the process; **Supporting Wisconsin's economic growth** by developing a skilled workforce to reduce labor shortages that are impacting a variety of industries.

SDC's 2017 Summit on Poverty brought together more than 600 people, attended heavily by low-income individuals, community partners, and service professionals. In addition, SDC hosted two highly regarded speakers; Sociologist, Kathryn Edin, the author of *\$2.00 a Day* and Kevin Powell, international activist and author of *The Education of Kevin Powell: A Boy's Journey to Manhood*. This event inspired attendees and received widespread media coverage from Milwaukee newsprint and television.

Now WISCAP and SDC are coming together and hope that you would consider sponsoring the *2018 Poverty Matters Summit!* Attached you will find a description of the various sponsorship opportunities and benefits. Thank you for your consideration!

Brad Paul,
Executive Director
WISCAP

George Hinton,
CEO
Social Development Commission



sdc
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Milwaukee, WI 53205
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SEPTEMBER 27-28, 2018

HYATT REGENCY - DOWNTOWN MILWAUKEE

2018 Poverty Matters Summit Sponsorship Levels

\$20,000 - Title Sponsor

1 Available

- Recognized as Conference Title sponsor on all printed materials and event website
- Elevated brand presence (all print, web and ad media including swag bag)
- Website presence on SDC, SD Foundation, and WISCAP website
- Podium thanks & acknowledgement
- Mobile app presence – click-able link
- Ad prominence in mobile application
- Website hyper-links driving traffic to sponsor website
- 15 minute podium address to conference attendees
- 2 (Two) Reserved Tables (10 per table) with sponsor reserved signage at the 2018 Summit
- 10 (Ten) VIP seats at WISCAP closing ceremony dinner honoring the legacy of Don Sykes
- Photo opportunity with keynote speaker(s)
- Full page color ad space in program booklet (inside cover)
- Sponsor listing in program booklet
- Complimentary vendor space
- Logo on partner appreciation signage
- *Letter of Thanks* from Commission Chairman

\$10,000 - Signature Sponsor

4 Available

- Workshop track naming opportunity “*This workshop is presented by*”
- Recognized as signature sponsor on SDC, SD Foundation, and WISCAP website
- Podium thanks and acknowledgment
- Mobile app presence – click-able link
- Website hyper-link driving traffic to sponsor website
- 5 (Five) minute podium address to conference attendees
- 1 (One) Reserved table space for ten (10) with sponsor reserved signage at the 2018 Summit
- 6 (Six) VIP seats at WISCAP closing ceremony dinner honoring the legacy of Don Sykes
- Photo opportunity with keynote speaker(s)
- ½ page color ad space in program booklet
- Sponsor listing in program booklet
- Complimentary Vendor Space
- Logo on partner appreciation signage
- *Letter of Thanks* from Commission Chairman

\$5,000 - Elite Sponsor

- Acknowledgement on SDC, SD Foundation, and WISCAP website
- Podium thanks and acknowledgement
- Mobile app presence – click-able link
- ½ table reserved space for five (5) with sponsor reserved signage at the 2018 Summit
- 4 (Four) VIP seats at WISCAP closing ceremony dinner honoring the legacy of Don Sykes
- Photo opportunity with keynote speaker(s)
- ¼ page color ad in program booklet
- Sponsor listing in program booklet
- Complimentary Vendor Space
- *Letter of Thanks* from Commission Chairman

\$1,000 - Super Friend Sponsor

- Acknowledgement on SDC, SD Foundation and WISCAP website
- 4 (Four) reserved seats at the 2018 Summit
- 2 (Two) VIP seats at WISCAP closing ceremony dinner honoring the legacy of Don Sykes
- Photo opportunity with keynote speaker(s)
- Sponsor listing in program booklet
- Complimentary Vendor Space
- *Letter of Thanks* from Commission Chairman

\$500 - Ally Sponsor

- Complimentary Vendor Space
- 2 (Two) reserved seats at the 2018 Summit
- Sponsor listing in program booklet

Eradicate poverty and sponsor today!

Contact Executive Support Manager, Abra Fortson at afortson@cr-sdc.org or at 414.906.2720

