



WISCONSIN WATERFOWL ASSOCIATION

RESTORATION EDUCATION LEGISLATION

WHY PARTNER WITH THE WISCONSIN WATERFOWL ASSOCIATION?

- **Wisconsin citizens hunt:** Since 2007, WI annually ranks 4th, with TX, LA, & MN, in sales of Federal Waterfowl Stamps (approximately 77,000) (2007-2011 USFWS averages).
15% of all Wisconsinites hunt, tied for 3rd in the nation, behind only Montana and the Dakotas. Wisconsin ranks 4th highest in total hunters, and hosts the 2nd highest amount of non-resident hunters, of all 50 states. (2006 U.S. Fish & Wildlife Service Survey/2016 WDNR Report to Joint Finance)
- **Wisconsin's waterfowling tradition runs deep:** Waterfowlers make up the 3rd largest group of hunters in Wisconsin, behind whitetail deer & wild turkey hunters. From the end of market hunting in the '30's, and the beginning of conservation efforts during that time, Wisconsin's sportsmen and women have lead the way in protecting waterfowl & wetland resources.
- **Our wetland restoration projects have broad appeal:** It is hard to argue with the clean water, flood control, and other benefits that functioning wetlands provide. WWA's members come from many walks of life, and recognize an affinity with those who support them, and help make our efforts possible. With 32 years of service in Wisconsin, we'll help you receive that recognition!

WWA Performance Measurement – Quick Hits:

- WWA has completed tens of thousands of acres of wetland restoration projects in Wisconsin, on public and private lands, over the past 32 years, working in nearly every county in the state. In June of 2016, we finished the last of more than \$107,000 in restoration works, as a major partner in one NAWCA (North American Wetland Conservation Act) grant, alone.
- Since the program's inception, WWA has hosted more participants in a WDNR "Learn to Hunt Waterfowl" mentored education program, than any other group! Our volunteers also hosted youth hunts, did demonstrations at countless outdoors events & shows, built & distributed hundreds of nest structures, and our long-term Abrams disabled-access project property now has 5 hunting blinds, and two ½ mile access trails!
- WWA is a voice in Madison: we serve on the WDNR Migratory Committee & Wild Rice Advisory Team, the Wisconsin Wildlife Federation Migratory Committee, and advocate on issues of importance to hunters, fishermen, and outdoors-minded folks...
- WWA volunteers now lead 2 "Adopt A Wildlife Area" teams, stewarding public lands...

HOW TO PARTNER WITH THE WISCONSIN WATERFOWL ASSOCIATION:

WWA communicates with our Members, Sponsors, and friends on a regular basis. For **2017, there will again be 5 distinct ways for our partners to market to these groups:** **1.** our monthly e-newsletter goes out to more than **12,000 valid e-mail addresses** each month, and features logo-links to our sponsor's websites; **2.** our monthly volunteer e-newsletter to more than 250 e-mail addresses of those leaders who help staff our fundraising events, youth education efforts, & Learn to Hunts – and also features logo-links to sponsor websites; **3.** our Conservation Calendar raffle has an **8 year track record now**, and with up to 4000 sold each year; **4.** our website, wisducks.org, completely revamped in 2016, is home to much of our content, and receives tens of thousands of hits each quarter, including inquiries for Calendar raffle winners; **5.** our local outreach fundraisers each host 60-350 people interested in conservation, waterfowling and clean water, and present an amazing opportunity to showcase businesses & products in a trusted light. **WE CAN BE YOUR "GREEN" CONNECTION!** Sponsors & donors receive recognition relative to their level of partnership:

Title Sponsor: **provides \$15,000 or more in combination: cash, donated product, or merchandise discounts in 2017**

Benefits: **A large format, full color "ad", (jpeg format or video link) may be provided by the Sponsor, to be placed in each of our 12 regular monthly e-news updates, and the 12 volunteer updates.** Special press release announcing the Title Sponsor for the year. Highest possible recognition in all marketing collateral, on our website, social media efforts, and event placement, including 2 guaranteed "Sponsor Spotlight" articles in our e-newsletter, plus all standard Sponsor consideration factors, including bi-monthly newsletter web-links

Gold Sponsor: **provides \$10,000 or more in combination: cash, donated product, or merchandise discounts in 2017**

Benefits: **A full color ad, (jpeg format or video link) may be provided by the Sponsor, to be placed in 8 of our 12 regular monthly e-news updates and the 12 volunteer updates.** 1 "Sponsor Spotlight" article in our electronic newsletter, a minimum of 4 reference mentions on our Facebook "friends page", (1/month) plus all standard Sponsor consideration factors, including bi-monthly newsletter web-links

Silver Sponsor: **provides \$7,500 or more in combination: cash, donated product, or merchandise discounts in 2017**

Benefits: **A small format, full color ad, (jpeg format or video link) may be provided by the Sponsor, to be placed in 4 of our 12 regular monthly e-news updates, and the 12 volunteer updates.** 1 "Sponsor Spotlight" article in our e- newsletter, a minimum of 2 reference mentions on our Facebook "friends page", (1/month), plus all standard Sponsor consideration factors, including bi-monthly newsletter web-links

Bronze Sponsor: **provides \$5,000 or more in combination: cash, donated product, or merchandise discounts in 2017**

Benefits: **A small format, full color ad, (jpeg format only) may be provided by the Sponsor, to be placed in 2 of our 12 regular monthly e-news updates, and the 12 volunteer updates.** A potential "Sponsor Spotlight" article in our electronic newsletter, as space allow, all standard Sponsor consideration factors, including bi-monthly newsletter web-links

State Sponsor: **provides \$2,500 or more in combination: cash, donated product, or merchandise discounts in 2017**

Benefits: Potential "Sponsor Spotlight" article in our e-newsletter, as space allows, all standard Sponsor consideration factors, including bi-monthly newsletter web-links, and the posting of logo-links on our sponsors' page of wisducks.org...

State Donor: **provides \$1,000 or more in cash, donated product, or merchandise discounts (see condition, below)**

Benefits: In both the regular Membership update, and in the Volunteers update, State Donors receive the bi-monthly newsletter web-link. To be a State Donor, there must be benefit to at least 2/3 of our volunteer teams, unless specific to a geographic area.

ALL SPONSORS ARE LISTED IN OUR WEB PAGE, WILL HAVE THEIR BANNERS DISPLAYED AT EVENTS WHERE THEIR PRODUCT IS FEATURED, AND WILL HAVE THEIR LOGO'S APPEAR IN ALL ELECTRONIC COMMUNICATIONS, LINKING TO THEIR WEB-SITES

CONTACT US TODAY!



wisducks.org