



## Wisconsin Waterfowl Association

# 2021 Media Kit

Waterfowl hunters progress through stages. First, they set about acquiring the knowledge and skills needed to successfully harvest ducks and geese. They grow into advocates for the wetlands and policies that support their outdoor passion. And finally, they seek to ensure future generations will benefit from similar outdoor experiences. The Wisconsin Waterfowl Association (WWA) was established as a 501(c)3 by hunters in 1984 to support waterfowlers in all aspects of this trajectory.



WWA, through its state-wide network of volunteer chapters and with its volunteer board and professional staff, fulfills three missions: (1) Restoring hydrology to impaired wetlands; (2) Advocating for legislative and policy issues important to waterfowling; and (3) Educating both novice and experienced waterfowlers on all things waterfowl. In its 36-year history, WWA has restored over 15,000 acres of wetlands, educated tens of thousands of waterfowlers, and enjoyed a track record of successful representation on issues important to the state's 73,000 waterfowlers.

Partnering with WWA gives you access to our broad range of communication channels and links your company to this esteemed organization while gaining access to this targeted outdoor audience at an exceptionally low cost.







## Why Partner with WWA?

**You will communicate with, engaged outdoor enthusiasts that...**

### Hunt,

- According to US Fish & Wildlife Service 2019 data, Wisconsin ranked 5th for number of “active waterfowler hunters”<sup>i</sup>. And this year, the WIDNR says the state has nearly 73,000 waterfowlers<sup>ii</sup>. We are the state’s 3rd largest group of hunters, behind whitetail deer & wild turkey hunters (with a lot of crossover).



### Are committed to conservation and preservation of our hunting heritage,

- Each year we help restore hundreds of acres of wetland habitat that are vital to our environment and wildlife.
- WWA hosts more waterfowl education programs than any state-wide group. We also manage a 132-acre wetland/upland complex with public and disabled accessibility for hunting, environmental education and hiking.



### And are passionate about our mission.

- WWA volunteers undertake D-I-Y habitat work in local wetlands, building / maintaining thousands of nesting structures throughout the state, removing invasive plants, building disabled accessible blinds and much, much more.
- Chapters throughout the state host local events to strengthen the waterfowling sense of community and raise funds critical to our mission.
- WWA staff and volunteers serve on every state committee important to waterfowl and wetland management, enjoying important access to decision-makers in Madison.



### ➤ **Several opportunities to reach this key audience through our well-established communication channels:**

- A monthly member e-newsletter received by over 14,000 subscribers
- Rapidly growing and active social media pages
- A score of regional and state-wide events to display products to thousands of committed consumers
- A well-visited, regularly updated website ([www.wisducks.org](http://www.wisducks.org))
- A widely distributed calendar raffle that sells 4000 – 5,000 copies per year





## Specific Partner Opportunities

You can partner with WWA through:

- **Comprehensive Sponsor Packages**, which includes all our media channels at various levels of support, or
- **A la carte marketing** approaches such as
  - **Event and Raffle Champions**
  - **Monthly ads in e-Newsletters**
  - **Program Patron**

Suggested donation levels are shown with the descriptions of each program below.

**WWA staff can tailor a multi-prong campaign to help you reach your business goals—and it's tax-deductible too!!!**

- Introduce new products or services to outdoor enthusiasts
- Demonstrate corporate environmental stewardship
- Cultivate a new generation of Wisconsin waterfowlers
- Associate a brand with uniquely Wisconsin events
- Grow (or sustain) market share among Wisconsin waterfowlers
- Target a youthful outdoor demographic

*Other? Tell us your goal, and we'll design a campaign together.*

## Comprehensive Sponsor Packages

By contributing cash, donated product, or merchandise discounts, your marketing benefits from WWA's existing audience and multi-channel communications to spotlight your message. WWA can take your design or write tailored copy that speaks to our audience and highlights your company's support of WWA's habitat restoration, hunter education or advocacy missions.

WWA offers the marketing packages described below.

Sponsor Level	Contribution [1]	Webpage Logo & Link	Membership e-Newsletter Logo & Link	Membership e-Newsletter Ads*	Newsletter Sponsor Spotlight Article*	Volunteer Newsletter Logo & Link	Social Media Post of Spotlight Article	Social Media Posts of Your Choosing**	Calendar Ads	Sponsor Recognition at Each Event	
Mallard	\$10,000	Large	✓	25% Discount	4	✓	2	8	1	✓	<b>Work with WWA to design the program you need to meet your goals!</b>
Wood duck	\$7,500	Medium	✓	25% Discount	2	✓	1	6	-	✓	
Teal	\$5,000	Medium	✓	25% Discount	1	✓	1	4	-	✓	
Sponsor	\$2,500	Small	✓	25% Discount	-	✓	-	2	-	✓	
Donor	\$1,000	Small	✓	25% Discount	-	✓	-	1	-	✓	
<small>[1] For all levels, contributions can be in the form of cash, or fair market value of donated and/or discounted merchandise (subject to approval).            * You provide copy; WWA provides the channel, placement, editing, publishing services.            ** You provide copy and any gift merchandise; WWA provides the channel, placement, editing, tracking services.</small>											





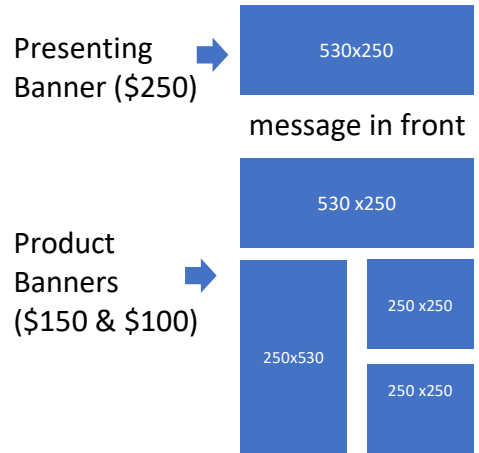
### Monthly E-Newsletter Advertising

Each month, over 14,000 subscribers enjoy a well-crafted monthly e-newsletter filled with timely and relevant information.

**How do we know they enjoy it?** We have industry-walloping open and click through rates! Over 25% open rates in 2020 and a 15% click-through rate—nearly twice the industry norms.<sup>iii</sup>

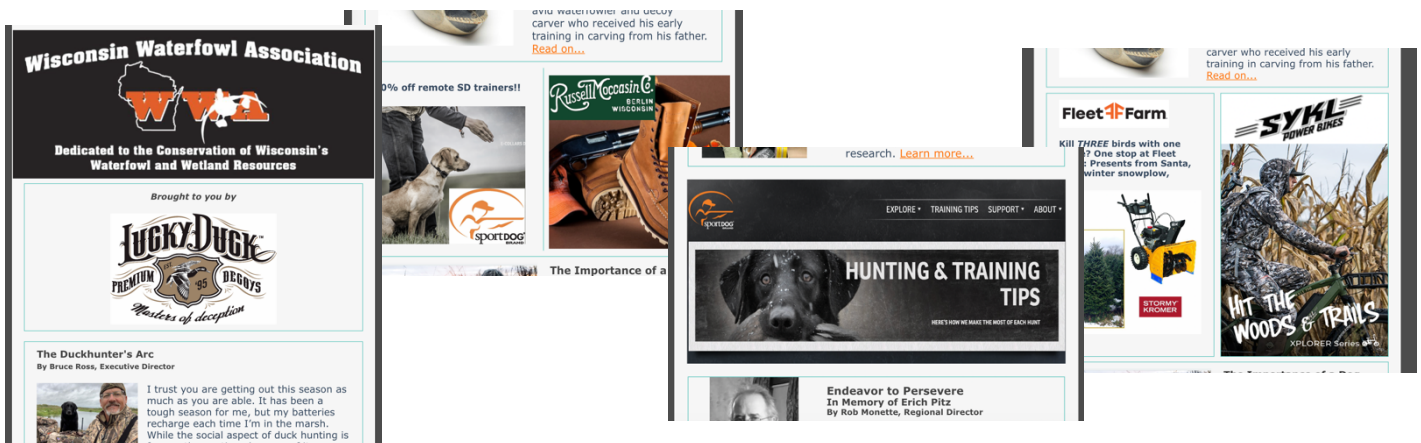
**Presenting Banner:** Your organization can lay claim to presenting that month’s entire newsletter, with your message in the coveted headline of the newsletter, linked to your preferred URL or social media site. This “brought to you by...” horizontal banner is 530x250 pixels of your design.

**Product Banners – two sizes:** You can put your product or service in front of this same targeted and energized audience in either a single or double banner design of your choice, linked to your preferred website or social media site. Large: 530x250 pixels. Small: 250x250 pixels



	single issue	3 issues	6 issues	9 issues
Presenting Banner	\$ 250	\$ 600	\$ 1,000	\$ 1,400
Product Banner (large)	\$ 150	\$ 300	\$ 500	\$ 700
Product Banner (small)	\$ 100	\$ 200	\$ 350	\$ 500

**A willing, targeted audience...** These newsletters go to recipients who’ve asked to be on our mailing list, developed from membership and attendance at WWA events—they are the outdoor demographic you want to reach.



**Become a WWA corporate sponsor and get a discount on these already low rates.**





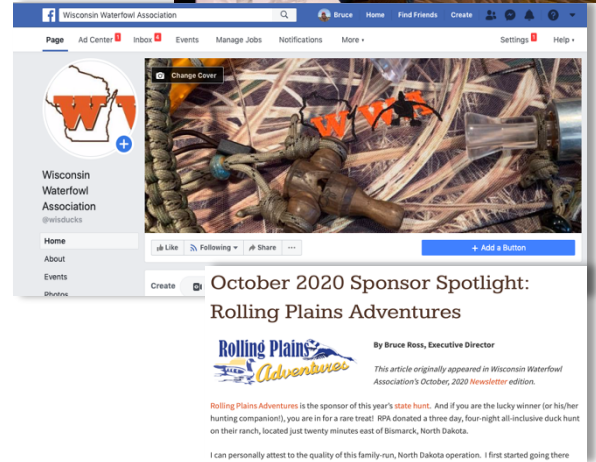


## Facebook Promotions



Your corporate sponsorship gets you access to our social media channels to get your message in front of a young and engaged demographic. WWA’s social media channels are followed by the most engaged waterfowl hunters in the state. Our Facebook channels currently have more than 7,600 followers. Corporate sponsors will have their “Sponsor Spotlight” articles and other topics, promotions or giveaways of your choosing posted

to WWA’s Facebook Page that can drive traffic to your website or social media pages. **Corporate sponsors are the only partners who can benefit from this service.**



## Event and Raffle “Champions”



Each year, WWA hosts scores of fundraising events and raffles, attracting thousands of captive attendees playing games of chance or bidding in auctions for desirable products or services. Your donated product or cash donation places your company front and center at the entire event or for individual raffles. Larger raffles run for months, with your company name finding traction at many events as well as through all WWA communication channels (e.g., website, social media, newsletters and direct marketing emails).



The youth winners from WWA's 2019 Duck & Goose Calling Contest

Sponsored Events can include:

- The state’s only duck and goose calling contests sanctioned by national and international competition organizers.
- The state’s only International Wildfowl Carvers Association-sanctioned Decoy Carving Contest & Exhibition.
- Regional banquets, shooting contests, golf outings and other events
- State-wide raffles
- A yearly calendar raffle with daily prizes and distribution between 4,000 – 5,000.

### 2020 UTV Raffle Winners Announced

Posted on August 30, 2020 by [Jody Bencher](#)

On Sunday, August 30, 2020 at the Beaver Dam Conservationist Club in Beaver Dam, WI, the Wisconsin Waterfowl Association drew their 2020 UTV raffle and the lucky winners were:

1. First Prize: Can Am HD 8 UTV and Karavan Trailer: Steven Bessac
2. Second Prize: Links Whitetail Safari's 3-day Archery Hunt: Gavin Peuchit
3. Third Prize: 2020 Russell Moccasin Gift Certificate: Scott Bencher

### UTV Raffle

Presented by: Wisconsin Waterfowl Association

1st Prize: Can Am HD 8 UTV and Karavan Trailer

15 Whitetail Safaris or Archery Hunt of 2021 1 PERSON

10 Russell Moccasin Gift Certificate

Cardinal FABRICATING CORPORATION

Presents the Southeast Wisconsin Scramble

Also sponsored by hallman lindsey

And supported by these businesses: YAMCS, C&T DRYWALL

2020 Conservation Membership Calendar

2020 Calendars Are Here!

11th Anniversary Limited Edition, featuring 365 fabulous prizes, including:

- 33 Shotguns
- 51 Handguns
- 36 Rifles
- Vortex Optics...

And MUCH more, get yours here!

**Events and raffles can be sponsored for cash or donated product/services. Call us for more details.**





## Program Patrons

Some companies and even some non-profit foundations choose to invest in a specific program that best aligns with their marketing objectives or philanthropic aims. These organizations can champion WWA programs like:

- Wetland restorations or wild rice seeding & education projects
- Youth wetland education, learn-to-hunts or mentoring programs
- Bird nesting and banding programs
- Adopt-a-Wildlife program (volunteers improving public lands)
- Hunter advocacy efforts
- WWA-owned property for public education, disabled-accessible hunts .



This category of support to WWA is tax-deductible and can be structured to be a recurring monthly donation. For example, \$100/month equates annually to 5 acres of restored wetlands, or 10 new waterfowlers, or 15 acres of wild rice restoration, or 50 nesting structures, etc.



***We can design a Patron Program to meet your company goals and budget.***

Contact us for more details at [wwainfo@centurytel.net](mailto:wwainfo@centurytel.net) or 1-800-524-8460 or 1-262-968-1722



**dedicated to the conservation of  
Wisconsin's waterfowl and wetland resources**

<sup>i</sup> Raftovich, R.V., K.K. Fleming, S.C. Chandler, and C.M. Cain. 2020. Migratory bird hunting activity and harvest during the 2018-19 and 2019-20 hunting seasons. U.S. Fish and Wildlife Service, Laurel, Maryland, USA.

<sup>ii</sup> Over 15% of Wisconsinites hunt, tied for third in the nation.

<sup>iii</sup> WWA e-News open and click-thru rates are nearly twice the industry norms of 15.8% and 8.4% (Constant Contact).

