

Women in Hospitality

CONFERENCE

Sept 28, 2026
Monona Terrace
Madison

Connect.

Educate.

inspire.

Empower.



Produced by



PARTNERSHIP OPPORTUNITIES

wirestaurant.org/wihc | 608.270.9950

Women in Hospitality

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WIHC Mission

Connect and recognize women in Wisconsin's hospitality industry and champion the next generation of leaders.

From those starting their career to those already enjoying success in leadership and entrepreneurial roles, our goal is to lift up all women so they continue to blaze the trails in our dynamic industry.

What is WIHC

A conference that brings together a community of women to learn and grow from each other. WIHC will celebrate successes and empower all women to be bold and reach for their dreams.

While the hospitality industry serves as the common thread, we're not talking about food and customer service here. Instead, sessions will cover the development of leadership skills, achieving a healthy work-life balance and equipping attendees with strategies to tackle challenges in the professional world.

WIHC will be a high-energy atmosphere of workshops, networking events and mentorship.

Who is WIHC

We're bringing together professionals from all corners of the hospitality industry.

- Restaurants
- Hotels
- Catering
- Tourism
- Suppliers to the industry
- All individuals regardless of gender are encouraged to attend



A Recap of *Last Year*

3 main stage sessions

8 concurrent sessions

32 sponsoring companies

20 speakers

TOP 20 Women in Hospitality TO WATCH

72 tables for the general sessions

500 attendees

1 incredibly fulfilling day!

Our Attendees: From Emerging Leaders to C-Suite

Culinary/Events Roles:

- Pastry Chef
- Executive Chef
- Culinary Director
- Catering Manager
- Events Manager
- Large Party & Private Events

Leadership Roles:

- Owner
- CEO
- Chief Operating Officer
- VP of Operations
- Director of Operations
- General Manager
- Director of Sales & Marketing
- Director of Human Resources
- FOH Manager
- School Nutrition Director

Foundational Roles:

- Executive Housekeeper
- Server
- F & B Admin
- Beverage Coordinator

Finance/Accounting Roles:

- Controller
- Finance Manager
- Purchasing Manager

Marketing/Creative Roles:

- Senior Corporate Marketing
- Digital Marketing Specialist
- Graphic Design Manager
- Business Development

Other Professional Roles:

- IT Analyst
- Training Manager
- Faculty
- Dining Editor

Conference Producer



Leader Sponsor



Gratitude to these Companies that Sponsored the 2025

Women in Hospitality CONFERENCE

<p>Motivator</p>	<p>Brand Activation</p>	<p>Selfie Station</p>		
<p>Innovator</p>	<p>Gift Bag</p>	<p>Lunch</p>		
<p>Supporter</p>	<p>Social Hour</p>	<p>Coffee Station</p> <p>Lanyard</p>	<p>Hydration Station</p> <p>Refueling Station</p>	<p>Friend</p>

Sponsorship Means an Investment in Women Leaders

Sponsorship options are very customizable with lots of opportunity for brand spotlighting!

- A range of five strategic sponsorship tiers to choose from, each designed to provide high value and cater to your specific goals and budget needs.
- Or you can partner with us on an at-event sponsorship activation package where we can customize the sponsored activity to best showcase your brand.
- Or combine the sponsorship options to expand your impact!

Strategic Sponsorship Tiers

Five tiers to choose from that put your company in front of an audience of professional women.

Presenting - \$25,000 | Limit 1

This exclusive level offers your company an extensive promotion package. As the "Presenting Sponsor," your brand will receive maximum visibility through our comprehensive multi-media marketing plan, guaranteeing top billing and capturing the attention of a wide audience. This all-in level is only available to one company and gets you a seat at the table as a planning partner!



Leader - \$10,000 Limit 2

The Leader level is available to only two companies and offers significant value for your sponsorship investment. Event partners at this level benefit from premium exposure points including an opportunity to be on stage making speaker introductions.

Motivator - \$5,000
The Motivator level clearly shows your support for women professionals. As a key sponsor, your company will be highlighted in pre-event and at-event promotions.

Innovator - \$3,000
The Innovator level, at a budget-friendly cost, allows you to demonstrate your support for women in the hospitality industry while also providing you with valuable marketing exposure.

Supporter - \$1,500
The Supporter package is a great entry-level sponsorship opportunity that shows your commitment to women professionals and gives you valuable networking opportunities on the day of the conference.

Strategic Sponsor Benefits

Benefit	Presenting \$25,000	Leader \$10,000	Motivator \$5,000	Innovator \$3,000	Supporter \$1,500
Logo and Link on Event Webpage	Best Placement	●	●	●	●
Exhibitor Table	●	●	●	●	●
Company information in mobile app	●	●	●	●	●
Logo on signage at the event	●	●	●	●	●
Include Item in Gift Bag	●	●	●	●	●
Conference Registrations	10	5	3	2	1
Company video posted to social with invitation to attend conference	●	●	●		
Logo included in key promotions	●	●	●	●	
Stage Time Introducing Speakers	●	●	●		
60 Second Company Promo Video Played During Lunch	●	●			
Included in Press Release Announcing "20 Women to Watch"	●	●			
Gobo of your company logo projected on main room wall	●	●			
Event Advisory Seat	●	●			
Welcome Push Notification Sent from Mobile App	●				
Welcome Remarks	●				
Company logo & messaging in WIHC promo video	●				
Dedicated Social Media Posts Recognizing your Company as the Presenting Sponsor	●				



At-Event Sponsorship Activation

These sponsorship options bring the FUN & ENERGY to WIHC. There's a big emphasis on integrating your brand with these at event partnership activations.

Don't see the right fit but still want to get involved?
Let's talk and get creative to build out a custom opportunity for you!

Sponsorships

HYDRATION STATION - \$1,000

Sponsor a beverage table outside of the main event space
Logo will be included on conference website, station signage and in the mobile app
One conference registration

REFUELING STATION - \$1,000

Sponsor a snack table outside of the main event space
Logo will be included on conference website, station signage and in the mobile app
One conference registration

LANYARD - \$1,500 | Limit 1

Company logo will be included on conference lanyards, website and in the mobile app
Option for exhibitor table | One conference registration
* Must also provide the lanyards

BREAKFAST - \$2,000 | Limit 2

Sponsor a breakfast bar with signage displayed throughout the morning function
Logo will be included on conference website and in the mobile app
Option for exhibitor table | One conference registration

SELFIE STATION - \$2,500 | Limit 2

Prominent signage and surrounding decorative backdrop for event photos
Props branded with your logo will be available for people to use in their photo
Logo will be included on conference website and in the mobile app
Option for exhibitor table | One conference registration

LUNCH - \$2,500

Signage displayed in the function room
Verbal recognition during lunch
Logo will be included on conference website and in the mobile app
Opportunity for product inclusion on the menu, on the table or in other ways
* Additional costs for product inclusion may apply and inclusion opportunities are limited based on availability
Option for exhibitor table | One conference registration

GIFT BAG - \$2,500 | Limit 2

Logo will be included on the outside of the conference welcome bags, website, and in the mobile app
Include a give-away item inside the bag
Option for exhibitor table | One conference registration

BRAND ACTIVATION - \$5,000 | Limit 3

This high-visibility activation will ensure your brand is top of mind throughout the day. Create a special moment as conference-goers enter or exit one of three general sessions by having your branded product handed to each attendee. Last year we created a "Cheers to you" toast with a sparkling beverage.

* Additional costs may apply for donated product give-away
Option for exhibitor table | Two conference registrations



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yes! **We Want to Support!**

Agreement

Please check the boxes below for the opportunities that you'd like to commit to:

	WRA Rate
Strategic Sponsor Level	<input type="checkbox"/> Presenting \$25,000 <input type="checkbox"/> Leader \$10,000 <input type="checkbox"/> Motivator \$5,000 <input type="checkbox"/> Innovator \$3,000 <input type="checkbox"/> Supporter \$1,500
Hydration Station	<input type="checkbox"/> \$1,000
Refueling Station	<input type="checkbox"/> \$1,000
Lanyard	<input type="checkbox"/> \$1,500
Breakfast	<input type="checkbox"/> \$2,000
Selfie Station	<input type="checkbox"/> \$2,500
Lunch	<input type="checkbox"/> \$2,500
Gift Bag	<input type="checkbox"/> \$2,500
Brand Activation	<input type="checkbox"/> \$5,000

Email form to Pete Leuer at pleuer@wirerestaurant.org | Call 608.440.0217

INFORMATION

Company: _____
 Contact Person: _____
 Address: _____
 City/State/Zip: _____
 Telephone: () _____
 Email Address: _____
 Web Address: _____
 Date Submitted: _____

PAYMENT

Charge \$ _____ to my: Visa MC Am Ex Disc
 Credit Card # _____
 Name on Card _____ CVC# _____
 Exp. Date _____ Phone () _____
 Billing Address if different from above:
 Address: _____
 City/State/Zip: _____
 -OR- Send Invoice for \$ _____

I understand that this is a non-refundable agreement unless WRA should see a need to cancel. If WRA must cancel for any reason, the money received, minus any deliverables that was already extended to the advertiser, will be returned within 30 days.