

Wisconsin utility suppliers and vendor partners: Show your support for public power



MEUW is marking 95 years since our founders came together to become the unified voice of public power in Wisconsin.

We're using the occasion to celebrate everything that makes public power an important part of our state's economy and essential to the quality of life for our municipal utility customers and communities. Your company is invited to show support for municipal electric utilities by joining us in the special celebration!



Here's a rundown of the plan for Wednesday, Oct. 18:

- Workers from MEUW member utilities are gathering in the Madison area for the **"Public Power on Parade"** — a caravan of utility vehicles traveling on East Washington Avenue to Capitol Square — as an effort to raise awareness among lawmakers and the general public.
- Participants will begin their day at Waunakee Utilities, where MEUW plans to hold a **mini-trade show** with utility suppliers showcasing the latest products and providing equipment demonstrations for the front-line workers and municipal utility leaders who will be in attendance.
 - Space is available inside Waunakee's shop and in the parking lot, to accommodate displays of all shapes and sizes. The show will run from 9 a.m. to noon. Participating suppliers can provide door prizes to be awarded to municipal attendees.
- In parallel, MEUW is planning to conduct safety training exercises and provide other opportunities for networking among its members and the participating suppliers.
- Before departing for the parade, drivers will be given instructions about the parade logistics and a **picnic lunch** will be available.
- Vehicles will depart Waunakee around 12:00 noon to join the caravan to downtown Madison.
- Each registered attendee will receive a commemorative T-shirt and baseball cap.

One other note: We expect the event will attract participants from across the state, some of whom will travel the day before. MEUW is organizing a "Welcome Reception" at The Cooper's Tavern in downtown Madison on Tuesday evening from 5-7 p.m.

How can your company get involved?

Sign up as a **"Public Power Promoter"** for \$495, which includes:



- 100-square-foot (or more) of display space at the trade show
- Your company logo on the commemorative T-shirt and printed materials for the event
- One 12" x 18" yard sign displayed at Waunakee events
- Your company name listed on the event website and in a special section of MEUW's member newsletter
- Your company logo displayed on event banners and signage
- *Plus the opportunity to purchase other add-on sponsor elements (which may be available on a first-come, first-served basis)*

*Please contact MEUW's Director of Safety Services and Operations **Mike Czuprynko** at (608) 478-2530 for full details and to discuss opportunities that may be specific to your company.*



After your company pays the \$495 fee and signs on to support MEUW’s celebration of public power, you’ll be able to add more sponsor options like those listed below.

This special event provides numerous paths for partnership, and we’re happy to work with you to tailor a package to meet your company’s marketing needs.

ADDITIONAL SPONSOR OPTIONS Updated as of 10:00 a.m. 9/13/2023

“Welcome Reception” sponsor	\$50 (see note below) ✓✓
Waunakee continental breakfast sponsor	\$100 (limited to one) SOLD
Trade show bag sponsor	\$50
Waunakee lunch sponsor	\$250 (limited to two) 1 left
T-shirt sponsor — <i>your company logo displayed prominently (above others) on the back of the commemorative shirt</i>	\$500 (limited to one) SOLD
Baseball cap sponsor — <i>your company logo embroidered on the back of the cap</i>	\$750 (limited to one) SOLD
Parade entry — <i>drive one of your company vehicles in the parade</i>	\$95 ✓✓
Vehicle flag sponsors — <i>help offset the cost of the flags every parade vehicle will display in their passenger-side window</i>	\$150 (limited to two) SOLD > includes parade entry
Patriotic display sponsor — <i>an American flag will be hung between two extended booms on the Capitol grounds</i>	\$295 (limited to one) SOLD
Parade-goer giveaway sponsor — <i>those watching the parade from the Capitol steps will be given a handheld retractable scroll banner (compliments of your company)</i>	\$95 (limited to two) SOLD
Parade viewing area sponsor — <i>put your company name on the area reserved to watch the parade, complete with complimentary bottled water for the parade-goers</i>	\$35 (limited to 10)
Lead parade truck sponsor — <i>display your name/logo on a banner that will be displayed on the side of the first truck in the parade</i>	\$295 (limited to one) SOLD
“Day at the Capitol” box lunch sponsor	\$295 (limited to two) 1 left
Commemorative photo sponsor — <i>have your company logo displayed on the printed version of the group photo all participating MEUW members will receive</i>	\$150 (limited to two) SOLD

Sponsor fees listed are **in addition to the \$495 charge** to be a “Public Power Promoter”

NOTE: Title sponsorship as “host” of the “Welcome Reception” is available to two companies for \$500 each. **1 left**

Contact MEUW’s Director of Safety Services and Operations **Mike Czuprynko** at (608) 478-2530 with questions.