

ABOUT THE PROGRAM

WasteCap's members make up a network of professional, sustainability-minded companies. The membership program provides more than a community, though. It offers exposure through sponsorship, marketing and event opportunities.

GOLD MEMBERSHIP BENEFITS INCLUDE:

- Member recommended as the preferred client resource. Based on client needs, Benefactor level members will be recommended first, followed by Emerald, Gold, Silver and then Bronze.
- Company logo printed in WasteCap's Sustainable Resource Directory Books of WI.
- Hyperlinked company logo featured on WasteCap's *Member Page*.
- Quarter page ad printed in both Sustainable Resource Directory books of Wisconsin.
- Up to four press releases authored, promoted and distributed by WasteCap.
- Member logo featured in WasteCap's annual video. Video will play at Emerald Evening and is posted to all social media channels.
- 15% off all event sponsorship opportunities.
- Free admission for company employees to WasteCap forums. Company attendees must pre-register or will be charged at the door.
- Two complimentary Emerald Evening tickets.
- Complimentary Emerald Evening sponsorship. This includes a sponsorship at the Gold level. Additional sponsorships may be purchased for 15% off.
- Planned social media promotion. This includes posting press releases, blog posts or other articles featuring the member company as well as retweets.
- One blog post on a topic of your choice where member acts as subject matter expert. This post will be authored by WasteCap and requires a 2 month notice.
- Up to four accomplishments featured within the *Client News* section of WasteCap's monthly newsletter. This newsletter is circulated to over 2,500 active readers.
- One member chosen articles featured in the *Industry News* section of WasteCap's monthly newsletter. Unless specifically requested, the blog post will be chosen.

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**MEMBERSHIP FEES
ARE TAX-DEDUCTIBLE.**