The League
Wisconsin Credit Union

SPONSOR & EXHIBITOR **KIT**

2026

About The League

The Wisconsin Credit Union League (The League) is the dues-supported trade association for Wisconsin's credit unions - not-for-profit financial institutions that are cooperatively owned by their nearly 4 million members.

For over 90 years, The League has been dedicated to serving Wisconsin's credit unions® and promoting The Credit Union Difference through advocacy, education, and public service. We are a proud member of America's Credit Unions and of a worldwide credit union system centered on credit union members. Through collaborative efforts and action, we are dedicated to fostering financial well-being for all.

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Wisconsin's credit unions rely on The League for guidance, best practices, and industry insights. We connect with credit union professionals of all levels with our education & training events and offer sponsorship opportunities that benefit your business.

WHAT IS A CREDIT UNION?

Credit unions are cooperatively owned and democratically controlled financial institutions focused on serving members and their community. Unlike other financial institutions, credit unions return their profits to members in the form of lower fees, lower interest rates, and higher yields.

WHAT IS THE CREDIT UNION DIFFERENCE?

The Difference impacts public and policymaker perceptions of Wisconsin's credit unions by showcasing how credit unions maximize their **People-Before-Profit** cooperative potential to meet the needs of members and their communities. There truly is a Credit Union Difference, and we seek to share this difference widely and inspire credit unions across the state to find new and exciting ways to live out their mission while providing financial well-being for all.

WHY WISCONSIN CREDIT UNIONS?

With nearly 4 million members, Wisconsin credit unions are continuing to grow in the financial services market. As more consumers learn about the Credit Union Difference and discover the value of membership, The Credit Union Movement will continue to expand, creating more demand for products that help credit union professionals serve their members. The Credit Union Movement is also deeply interconnected, meaning that word spreads fast about quality products and services.

YOUR CREDIT UNION CONNECTION

Founded in 1934, The Wisconsin Credit Union League is your **best single source for reaching Wisconsin's credit unions.**

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REFUND POLICY & IMPORTANT NOTES

At the sole discretion of The League, an event may be canceled or postponed. We will notify the sponsors of the cancellation or postponement. In the event of a postponement, the sponsorship will remain for the adjusted event. If the event is canceled, the sponsor will have the option of sponsoring a different League event or receiving a full refund. We recommend securing your sponsorship at least 90 days prior to the event to receive the full benefit of the sponsorship. All sponsorships are subject to approval by The Wisconsin Credit Union League. Dates and estimated attendance figures are subject to change.

DUTY OF CARE

The conference planning team considers the safety of everyone onsite at the event to be a top priority. The League considers health guidelines and CDC recommendations and will design conference processes and procedures accordingly in a manner that will help support safety for everyone in attendance. Specific information related to safety measures will be posted closer to the event date.

Click this link to access the application.

2026 League Sponsor & Exhibitor Application

Wisconsin Credit Union League, 1 E. Main St., Suite 101, Madison, WI 53703 • 608-640-4040
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Thank you to our 2025

exhibitors & sponsors!

WE APPRECIATE YOUR SUPPORT

In-person or online, Wisconsin's credit unions have a culture of collaboration and learning. We are able to reach members in all corners of our state by utilizing event technology and learning platforms while promoting educational opportunities with relevant and timely topics of interest to credit union professionals.

We are grateful to our sponsors, **endorsed vendors**, exhibitors, and system partners for your support.

Account Pilot
Acumen Financial Advantage
Advantage, powered by JMFA
AdvantEdge Digital
Alkami
Allied Solutions, LLC
Alloya Corporate Federal Credit Union
ALM First
America's Credit Unions
American Deposit Management Co.
Arch Mortgage Insurance Company
ASG Results
Associated Bank N.A.
Bank-A-Count Corporation
Blend
BOK Financial
Case Financial
CliftonLarsonAllen, LLP
Clutch
Corporate Central Credit Union
Creative Planning Business Services
Credit Union Loan Source
CRS Data
CU DigiLend
CU*Answers
CUES
CurrentWave AI
Data Financial, Inc.
Data Holdings
DDJ Myers
Dolphin Debit Access, LLC
Econocheck
Edge One, Inc.
Elan
Eltropy
EmpowerFi
Enhanced Software Products, Inc.
Envisant (LSC)
Excel Engineering, Inc.
Excess Share Insurance (ESI)
Exclamation Services, LLC
Expedient
Federal Home Loan Bank of Chicago
Financial Systems Corp.
FIS
Fiserv Solutions, LLC
FiWyse
Frost Financial Services
Gallagher
Glide
GreenPath Financial Wellness
Hawkins Ash CPAs, LLP
Hoeft Builders
Holman
Husch Blackwell
I-Care
iLLUM Advisors, Inc
Illuma Labs

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Thank you to our 2025

exhibitors & sponsors!

HERE IS WHAT OUR EXHIBITORS & SPONSORS ARE SAYING:

The best experience is always seeing our current customers, followed closely by making **new contacts with prospects**.

As a sponsor and exhibitor, it is great being able to interact with the various members across a few **different styles of booth time**.

Insurance Systems, Inc. (ISI)
Inte Q
IWS
Keller, Inc.
La Macchia Group, LLC
LemonadeLXP
LendKey Technologies
Marco Technologies
Mastercard
McQueen Financial Advisors
Member Driven Technology
Member First Mortgage
Merchants' Choice Card Services, LLC
MeridianLink, Inc.
Midwest Printing Services, Inc.
ModernFi CUSO
National CU Services, Inc.
Northland Securities, Inc.
NuSource
OnCourse Learning
Open Lending
Origence
PARC Street Partners
Proforma Effective Solutions
Reach Business Lenders, LLC
Reseda Group
Route 66 Extended Warranty
SAGE DIRECT
Securitas Technology
Sharetec
SHAZAM
Sparrow
State National Companies
Staywood Design, LLC
StoneCastle
Strategic Resource Management, Inc.
The Alliance
The Baker Group
The Boson Company
The Redmond Company
The Servion Group
The Sheeter Group
The Stark Collection Agency
ThinkStack
TransFund
TransUnion, LLC
TriVerity
TruStage
Unitas Financial Services
Vantage Point Solutions
Velera
Verafin
Visa Inc.
Wipfli, LLP
Wisconsin Credit Union Shared Service Centers
WISCUB Service Center
ZestFinance dba Zest AI

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SIGNATURE EVENTS

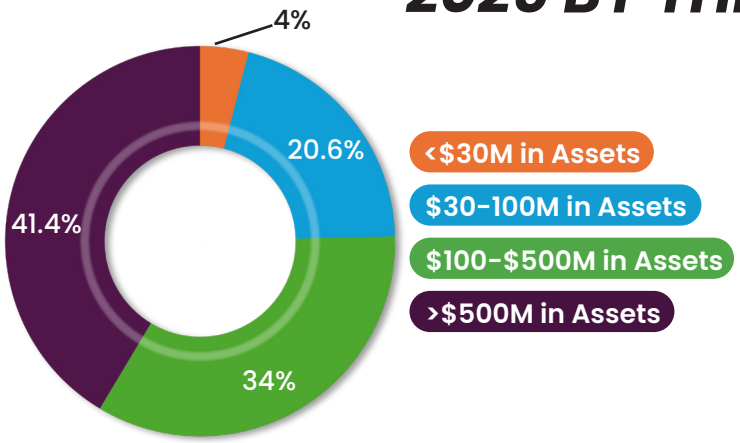
The League's Annual Convention and Expo is the state's largest gathering of credit union professionals. In 2025, there were over 420 credit union professionals from credit unions of all asset sizes from across Wisconsin.

CONVENTION – THE PREMIER EVENT FOR WISCONSIN CREDIT UNIONS

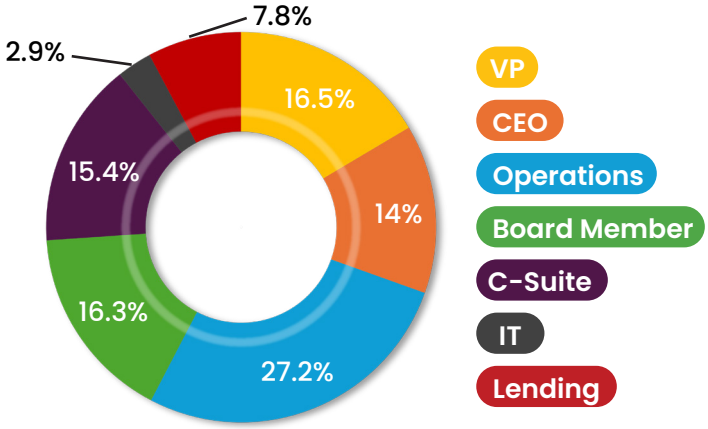
The League Convention

This must-attend event will be held on **May 13-15, 2026 in Madison, WI** - bringing together credit union professionals of all levels. Meet with decision-makers, not just in the exhibit hall, but also at a variety of networking events.

2025 BY THE NUMBERS



Attendees by Asset Size



Attendees by Position

440+ CU ATTENDEES

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SIGNATURE EVENTS

The League Convention

SPONSORSHIP OPPORTUNITIES

Diamond Sponsorships ($25,000)

Sponsorship includes:

- 8' X 10' Premium Exhibit Booth
- First-Tier Recognition on Convention Website (Logo, Link, & Description)
- First-Tier Recognition on Convention App (Logo, Link, & Description)
- First-Tier Recognition in Email Marketing & Promotional Materials
- First-Tier Recognition in General Session Convention Scrolling Slideshow
- Recognition at the Convention Golf & Bowling Events
- Two Pre-Event & One Post-Event Social Media Posts
- Welcome Reception Admission
- **Four Complimentary Convention Registrations**

In addition, please choose one of the following sponsor items:

General Convention Event & Badge Sponsor (One Available)
Your company logo will be displayed at the registration counters, on badges, and in the general session ballroom. You may also greet attendees at the registration counters during peak check-in times.

Wednesday Welcome Reception Sponsor (SOLD)
Help welcome Convention attendees at this always well-attended and lively celebration. Company signage will be prominent at the reception and includes an opportunity to address the group.

Platinum Sponsorships ($20,000)

Sponsorship includes:

- 8' X 10' Premium Exhibit Booth
- Recognition on Convention Website (Logo, Link, & Description)
- Recognition on Convention App (Logo, Link, & Description)
- Recognition in Email Marketing & Promotional Materials
- Recognition in General Session Convention Scrolling Slideshow
- Recognition at the Convention Golf & Bowling Events
- One Pre-Event and One Post-Event Social Media Post
- Welcome Reception Admission
- **Four Complimentary Convention Registrations**

In addition, please choose one of the following sponsor items:

HYPE (Helping Young Professionals Engage) Gear Sponsor (SOLD)
HYPE is an exclusive group of up-and-coming young professionals that earn scholarships to attend Convention and participate in unique sessions. Your company logo will be on the HYPE gear and signage in the HYPE meeting space. Welcome our "HYPErs" as they arrive and share a short company description to kick things off.

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SIGNATURE EVENTS

The League Convention

Gold Sponsorships ($15,000)

Sponsorship includes:

- 8' X 10' Standard Exhibit Booth
- Recognition on Convention Website (Logo, Link, & Description)
- Recognition on Convention App (Logo, Link, & Description)
- Recognition in Email Marketing & Promotional Materials
- Recognition in General Session Convention Scrolling Slideshow
- Welcome Reception Admission
- **Two Complimentary Convention Registrations**

In addition, please choose one of the following sponsor items:

NEW! Wellness Wakeup Sponsor (SOLD)
Help attendees start their morning the right way—with movement and mindfulness! Sponsorship covers our Thursday morning guided yoga flow and meditation session, all breakfasts, and coffee bars. See your logo displayed at breakfast, on coffee sleeves and on a special gift for our yoga attendees. ***Bonus Exposure:*** *Sponsors receive exclusive recognition in event communications as the official Wellness Partner of Convention.*

NEW! Pieces of Flare Sponsor (SOLD)
Attendees will pick buttons (their flare) to wear throughout Convention. These conversation starters help break the ice and make networking easier, giving participants an immediate way to find others with similar passions. Your company logo displayed at the activity site and on the buttons. You're gonna need more than 15 pieces of flare...

Silver Sponsorships ($10,000)

Sponsorship includes:

- Recognition on Convention Website (Name, Link, & Description)
- Recognition on Convention App (Name, Link, & Description)
- Recognition in General Session Convention Scrolling Slideshow
- Welcome Reception Admission

Booth not included in the following sponsorships. Please see page 13 for exhibiting options.

In addition, please choose one of the following sponsor items:

Lanyard Sponsor (SOLD)
Your company logo will be worn around the neck of each attendee at Convention. Need we say more about company visibility?

Tailgate Lunch Sponsor (SOLD)
Bring the fun of game day to Convention with a Tailgate-Themed Lunch! Sponsors get the chance to engage attendees in a casual, festive atmosphere while enjoying delicious, crowd-pleasing fare. Your brand will be featured on event signage, menu boards, and communications, making it the ultimate play for visibility and connection.

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SIGNATURE EVENTS

The League Convention

Silver Sponsorships Cont'd ($10,000)

Cheesy Social Hour Sponsor (SOLD)
Celebrate Wisconsin's finest with a Cheesy Happy Hour, featuring local wine, beer, and cheese! Sponsors get the chance to connect with attendees in a relaxed, fun atmosphere while their brand is featured on event signage, tasting tables, and communications. It's a perfect way to raise your brand's visibility while indulging in local flavor.

Technology Sponsor (One Available)
Your company logo will be showcased on each breakout and general session slideshow. The best way to gain more visibility at this highly anticipated event. ***Bonus Exposure:*** *Your company will also receive one push notification during the event thanking you as our Technology Sponsor, ensuring attendees see your brand front and center.*

Bronze Sponsorships ($5,000)

Sponsorship includes:

- Recognition on Convention Website (Name, Link & Description)
- Recognition on Convention App (Name, Link & Description)
- Recognition in General Session Convention Scrolling Slideshow
- Welcome Reception Admission

Booth not included in the following sponsorships. Please see page 13 for exhibiting options.

In addition, please choose one of the following sponsor items:

Wayfinding Signage Sponsor (SOLD)
There are only a few ways attendees will get from here to there. Lend a hand by helping attendees find their way. Signage will be posted through out hallways.

Goodies-To-Go Sponsor (Three Available)
That midday snack never looked so good because it will have your company logo right on it! This sponsorship includes your company logo at the Goodies Station and on the outside of the snacks.

Hydration Station Sponsor (SOLD)
This sponsorship includes your company logo at the numerous water stations, on napkins, and, if you feel so inclined, bring some company branded to-go cups for attendee use.

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SIGNATURE EVENTS

The League Convention

Sponsorship Add-on Options

These add-ons **are available only with the purchase of a booth or a sponsorship package**.

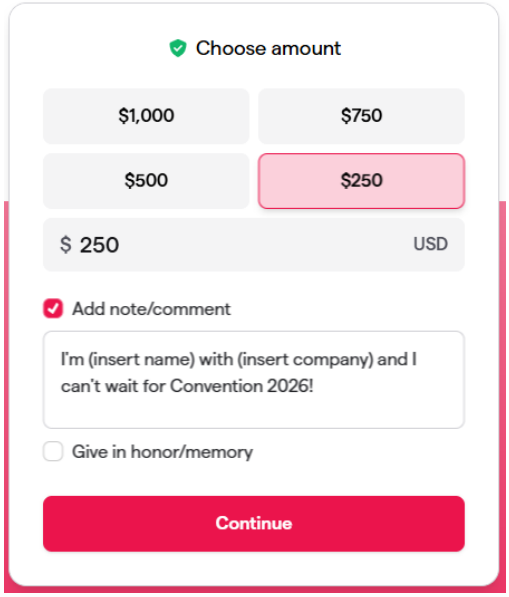
Mainstage Moment Sponsor (SOLD)
Take this seven-minute opportunity to step onto the big stage in front of the full Convention audience to demo your company's products and services. The spotlight will be on you prior to a keynote session, increasing your connection and brand exposure with Wisconsin credit unions. Show the highlights of your organization and tell attendees to stop by your booth for more!

NEW! Welcome to Madison Sponsor (Three Available; $1,500)
Put your brand front and center while guiding Convention attendees through the best of Madison! This sponsorship highlights your company logo on a flyer offering top recommendations for dining, attractions, nightlife, and one-of-a-kind Madison experiences.

Small Credit Union Champion Sponsor
(Unlimited Availability; $1,000)
Be the reason our smaller credit unions (22% of attendees at Convention in 2025) attend the best offerings of education in one space, at one event. This sponsorship will cover the registration costs of two attendees from one of our small credit unions. Your booth and personnel will receive special recognition at Convention. *Small Credit Unions are considered <$100million in assets.*

NEW! Sponsor Spotlight (Three Available; $750)
Put your brand in the spotlight, reaching over 7,000 members through our official event emails. You provide the content, highlighting your company, and featuring the products or services you want our members to see, ensuring your message resonates directly with the audience.

NEW! Friend of The Foundation Sponsor
(Unlimited Availability; $250 minimum)
Show your support of The Wisconsin Credit Union Foundation, a 501(c)(3) non-profit that supports credit unions, credit union staff, and their communities through scholarships, grants, financial education, and disaster relief. Special recognition will be included with your booth, on the Convention app, and on Convention signage.



Scan this QR code to complete your sponsorship for Friend of The Foundation! Make sure to add your name and company in the Add note/comment box on the donation page.

Follow the ***example on the right*** to complete the sponsorship!

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SIGNATURE EVENTS

The League Convention

Don't Forget To Join In On The WCULAF Fun!

The Wisconsin Credit Union Legislative Action Fund (WCULAF) is the political action committee, sponsored by The League. With the guidance of the Government Affairs Committee, WCULAF provides financial support for state-level candidates including those running for State Assembly, State Senate, or the Governorship.

Please Note: Corporate contributions are NOT permitted. All contributions must be individual, are strictly voluntary and will be used for political purposes. Contributions are not tax deductible. You may refuse to contribute without reprisal. The League must meet all state reporting requirements as appropriate.

Please note: Separate registration and personal, not corporate, payment required. Registration details will become available as the event nears.

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SIGNATURE EVENTS

The League Convention

Exhibit @ Convention

Don't miss your chance to get in front of decision makers at the state's largest credit union professionals event.

Options for Exhibiting

8' x 10' Exhibit Space

- Two (2) Convention registrations per 8' x 10' booth, which includes access to:
  - » Education sessions
  - » Wednesday Welcome Reception
  - » Continental Breakfasts
  - » Lunch Buffet
  - » Expo Social Hour
- 8' draped back wall & 3' draped side walls
- 8' table and two (2) chairs
- Booth ID sign
- Locked doors for exhibit hall during after hours

Networking Exhibitor

- Two (2) Convention registrations per Networking Exhibitor, which includes access to:
  - » Education sessions
  - » Wednesday Welcome Reception
  - » Continental Breakfasts
  - » Lunch Buffet
  - » Expo Social Hour

Breakout Booth: Have a hot topic you'd like to share? Purchase a breakout booth and receive the chance to speak for one of four breakout sessions available on Thursday or Friday. This is on a first come first served basis and subject to content approval. Booth included! For additional details please contact our sales team at sales@theleague.coop

EXHIBIT SPACE DESCRIPTION	EARLY BIRD RATE through 2/28/26	REGULAR RATE after 2/28/26
8' X 10' Premium Booth*	$3,295	$3,495
8' X 10' Standard Booth	$2,795	$2,995
Networking Exhibitor	$2,795	$2,995
Breakout Booth (SOLD) (see details above)	-	$6,500

*Our Premium Booths offer the best location in the exhibit hall.

Additional Exhibitor Registrations

Two (2) Convention registrations are included with each booth. Additional booth personnel can register for ***$349 each*** (lunch included).

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SIGNATURE EVENTS

The League Convention

Exhibit @ Convention

Don't miss your chance to get in front of decision makers at the state's largest credit union professionals event.

What's All Included?

- 5 hours of exhibit time + 3 hours of networking events
- Floor plan for maximum traffic during show hours
- Company contact information and description on the Convention website and app
- Unprecedented networking opportunities including coffee, lunch, and evening functions
- Admission to all general and breakout sessions
- Admission to the Welcome Reception
- Credit union golf outing and/or bowling registration opportunity

Important Dates & Deadlines

February 27: Early Bird Pricing Ends
March 15: Last Day for Sponsor & Exhibitor Refund less a $500 service fee
April 1: Sponsor & Exhibitor Application Due
April 8: Hotel Cut-Off Date

Booth Assignments

The League assigns all booths. Full payment of fees must accompany the exhibit contract form (see online application).

The assignment of booths will be made on a first-come, first-served basis upon receipt of contract and payment. Booth applications are due by **March 15th, 2026.**

The exhibitor informational packet will be emailed to all registered vendors regarding events, activities, and lodging. An exhibitor services kit will also be provided to assist with your additional exhibit booth needs. This will include shipping, receiving, booth enhancements, and electrical needs.

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FOUNDATION EVENTS

Wisconsin Credit Union FOUNDATION

> Since 2007, **The Wisconsin Credit Union Foundation** has promoted the wellness of Wisconsin's credit unions and the communities they serve.

As a 501(c)(3) non-profit organization, The Foundation has provided **over $2 million and counting** to improve financial education across Wisconsin, promote credit union development through grants, educate credit union staff and volunteers, and support the credit union system in times of need.

Ca$h Calendars are The Wisconsin Credit Union Foundation's annual fundraising calendar sweepstakes. A maximum of 2,000 calendars are available to credit union employees, volunteers, and community members. Drawings for cash are held each League work day in December.

CA$H CALENDAR SWEEPSTAKES

Sponsorship benefits:

- Recognition in League & Foundation publications, which goes to over 7,000 credit union professionals
- Your logo and a link to your company's website on The Foundation's website (the Ca$h Calendar Sweepstakes Winners page is one of The League's most frequently visited pages in December)
- Your company logo prominently displayed on the printed calendars
- Your company logo prominently displayed on promotional materials for Ca$h Calendars
- Recognition with the daily drawing notices
- A portion of your sponsorship is tax deductible

Fee: Sponsors will match 25% of the gross funds raised from the sale of the calendars (a maximum of $5,000 assuming all calendars are sold). Your matching funds lets those purchasing the calendars know that their dollars will go even further thanks to your support. Matching sponsorships are limited to three.

Deadline: July 31, 2026

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FOUNDATION EVENTS

the FOUNDATION Invitational

Diamond Sponsorship ($7,500)

Tournament Shirts Sponsor (SOLD)
Sponsorship includes: four complimentary golf registrations and prominent signage at tournament.

Platinum Sponsorship ($5,500)

Drink Cart Sponsor (SOLD)
Sponsorship includes: four complimentary golf registrations and prominent signage at tournament.

Gold Sponsorship ($3,500)

Please choose one of the following sponsor items:

Box Lunch Sponsor (SOLD)
Sponsorship includes: two complimentary golf registrations and prominent signage at tournament.

Cookout Sponsor (SOLD)
Sponsorship includes: two complimentary golf registrations and prominent signage at tournament.

Silver Sponsorship ($2,500)

Please choose one of the following sponsor items:

Golf Carts Sponsor (SOLD)
Sponsorship includes:
Your company logo on each golf cart.

Goodie Bag (SOLD)
Sponsorship includes: Your company logo on golfer goodie bags.

CONNECT ON THE GOLF COURSE
The 2026 Foundation Invitational Golf Outing to benefit The Wisconsin Credit Union Foundation will be held in June 2026. This event is a great way to network with credit union pros in a relaxed environment. Vendors are also invited to attend as golfers. Golfer registration will be available in spring of 2026.

Bronze Sponsorship ($1,500)

Please choose one of the following sponsor items:

Putting Contest (SOLD)
Sponsorship includes: prominent signage at tournament.

Staffed Hole (SOLD)
Sponsorship includes: Company Signage and 2 staff members at the hole. Must provide a prize of $100 or more to be awarded to hole game winner. (Hole game decided by The Foundation)

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2026 EDUCATION & EVENTS

Advocacy

Why Advocacy Support Matters!

The League gives nearly 4 million Wisconsin credit union members a voice and **brings** Credit Union Activists **together to** illustrate to policymakers the REAL impact credit unions have on the financial well-being of families and communities.

What is a Credit Union Activist?
Credit Union Activists are staff, volunteers, and members who work with The League to protect and grow The Movement in Wisconsin. Activists receive support, including regular e-newsletters, resources and templates, and training opportunities that advance their involvement in credit union advocacy. Be a part of showcasing The Difference! Consider sponsoring an advocacy event.

See page 18 for more details!

STATE GAC 2026

HIKE the HILL

See page 19 for more details!

What's the Credit Union Difference?
As not-for-profit **cooperatives** owned by their members instead of shareholders, credit unions are able to put people before profit. Whether it's helping a member escape predatory lending, rebuild credit, weather an illness, save for a home, or simply be given a second chance, credit unions are innately equipped to provide a lifeline when others can't **or won't.**

What is Our Select Vendor Program?

The Select Vendor Program (SVP) offers multiple opportunities to get in front of credit union decision-makers who are looking to make a purchasing decision. Please reach out to our sales team, at sales@theleague.coop for more information.

Participation benefits:
Company and product / service listing in The League's online Solutions Directory. Includes your company logo and link to your website. Discount on annual SVP fee when your company signs up to sponsor a League event at the time of SVP enrollment.

Fee: $1,500 annually

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2026 EDUCATION & EVENTS

ABOUT THESE EVENTS

In 2026, The League will host multiple in-person & virtual events that are available for sponsorship. These are 1-2 day events with targeted audiences from roles & departments within Wisconsin credit unions.

Young Professional

Virtual

Advocacy

Tier 1 Events ($5,000)

This sponsorship includes:

- Recognition on The League's Event Page
- Recognition on Event Marketing Emails (6+!)
- One Promotional "Thank You" Social Media Post

State GAC - January 2026
This is The League's **premier advocacy event** as credit union professionals gather from across the state for political updates, training, and to meet with legislators. This event brings together **over 250** credit union CEOs, senior executives, board members, and other credit union advocates. This event is held in Madison, WI. ***Bonus Exposure:*** *Sponsors will gain extra visibility by being featured in the conference's app and on table top signage at the reception.*

Annual Foundation Fitness Fundraiser - February 2026
This virtual fundraiser brings together **over 130** credit union employees, members, families, and friends to get active for a good cause. Participants choose their own fitness fun right in their own backyard and send in photos to be eligible for great prizes. ***Bonus Exposure:*** *Sponsors will gain extra visibility by being featured on the swag items.*

FOUNDATION FITNESS FUNDRAISER

League Leadership Institute - August through December 2026
In partnership with the UW - School of Continuing Education this series of six monthly sessions brings together over 20 middle and up-and-coming leaders as they earn their Certified Wisconsin Credit Union Leader designation and continuing education credits.

CU Community Days - October 2026
CU Community Days is a week-long event kicking off each year on Indigenous' Peoples Day that showcases how Wisconsin's credit unions serve their communities throughout the year and embody their cooperative principles including Cooperation Among Cooperatives and Concern for Community. During CU Community Days, credit unions across the state are encouraged to address food insecurity in their communities or give back in other ways that matter to them.

Tier 2 Events ($4,500)

This sponsorship includes:

- Recognition on The League's Event Page
- Recognition on Event Marketing Emails (4+!)
- Company acknowledged at event by table tents or "thank you" slide

Women's Leadership Summit - March 2026
This summit brings together over 75 credit union women leaders from across Wisconsin. The topics focus on mastering the unique opportunities and challenges of women leaders. ***Bonus Exposure:*** *Up to Two Representatives May Attend the Event.*

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2026 EDUCATION & EVENTS

Young Professional

Advocacy

Virtual

Tier 2 Events Cont'd ($4,500)

Collections Conference - March 2026
An annual in-person conference of over 40 credit union collectors includes panels, discussions on best practices, and legal guidance.

Hike The Hill - September 2026
Credit union Activists from Wisconsin head to our nation's capitol to share the credit union story with lawmakers and attend training sessions. Over 40 credit union CEOs, senior executives, and board members attend this event. ***Bonus Exposure:*** *Opportunity to Address the Group.*

C-Suite Strategy Summit - October 2026
An annual in-person conference of over 20 c-suite professional includes exploring the trends, challenges, and opportunities shaping the financial services landscape.

YP Conference - October 2026
50 young professionals (40 or younger), representing the full range of roles within their credit unions, gather together to hone their leadership skills and their role within The Credit Union Movement. ***Bonus Exposure:*** *Up to Two Representatives May Attend the Event.*

Tier 3 Events ($4,000)

This sponsorship includes:

- Recognition on The League's Event Page
- Recognition on Event Marketing Emails (3+!)
- Company acknowledged at event by table tents or "thank you" slide

Compliance Roundtables - February, April, September, & November 2026
40-50 compliance officers discuss Wisconsin-specific compliance best practices with a facilitated discussion. This sponsorship includes all dates listed!

YP Boot Camps - February, June, & December 2026
Lively event for young professionals on leadership and credit union operations. 50-60 young professionals (40 or younger) from a variety of roles within the credit union attend this event. This sponsorship includes all dates listed!

Financial Education & Community Development - September 2026
This flagship event brings together 35-50 credit union marketers and community outreach professionals to learn tools and strategies for reaching underserved markets and develop community outreach. This is a Wisconsin Credit Union Foundation event.

Women's Virtual Series - October 2026
Three virtual sessions lead by leading experts on the most current topics. 60+ credit union women leaders attended in 2025!

League Champion Program - All of 2026
The League Champion Program is a year-long commitment that brings together credit union professionals from across the state to promote The Wisconsin Credit Union League's events. Your sponsorship will allow these champions to access education and training at a fraction of the registration price. ***Bonus Exposure:*** *Sponsors will gain extra visibility by having their logo on gear for our champions.*

Wisconsin Credit Union League, 1 E. Main St., Suite 101, Madison, WI 53703 • 608-640-4040
sales@theleague.coop • theleague.coop/sponsors

2025 EDUCATION & EVENTS

Tier 4 Events ($3,500)

This sponsorship includes:

- Recognition on The League's Event Page
- Recognition on Event Marketing Emails (2+!)
- Company acknowledged at event by table tents or "thank you" slide

Statewide Chapter Meeting - April & December 2026
Over 100 credit union professionals attend virtually over the lunch hour. This program is designed for everyone who is committed to The Credit Union Movement. This sponsorship includes both dates!

Focused Learning - All 2026
The League offers multiple, role-specific, focused learning opportunities throughout the year. See your company logo on our event pages and bi-monthly marketing emails sent to all 7,000 of our members.

Tristate Collaborative, LLC
A collaboration with the Minnesota, Montana & Wisconsin leagues

The Minnesota Credit Union Network, Montana's Credit Unions, and The Wisconsin Credit Union League have formalized their partnership, Tristate Collaborative, LLC, which jointly forms strategic endorsement relationships with partners to help their credit unions best serve their members.

The mission of Tristate is to provide best-in-class products, services, education, and resources to the credit unions in Wisconsin, Montana, and Minnesota.

Please watch for a Tristate Collaborative Sponsor & Exhibitor Kit.

Click this link to access the application.

Please complete our **2026 League Sponsor & Exhibitor Application**. Once received, reviewed, and approved, we will send you a protected link for payment details.

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