

About Us

WASPA is the only organization that specifically targets and represents school personnel professionals in Wisconsin. If you are interested in becoming a Business Affiliate, check the eligibility requirements under Member Services on our website.



Articles for WASPA Newsletters

Business Affiliates are encouraged to submit articles that are educational in nature for our monthly WASPA newsletter, the WASPA Wire. There is no charge for publishing educational articles. Feel free to submit your article to Michelle Golden, at execdirector@waspa.org.



Contact Us



Phone

608-204-9818



Email

memberservices@waspa.org



Website

www.waspa.org



Address

4075 Vilas Road
Cottage Grove, WI 53527

BUSINESS AFFILIATE SPONSORSHIP OPPORTUNITIES



2026-27 Conferences

HR Foundations Academy

July 8-9, 2026

Holiday Inn at the American Center, Madison, WI

Legal Conference

July 16-17, 2026

Lodge Kohler, Green Bay, WI

Fall Support Staff Conference - November 3-4, 2026

Fall Admin Conference & Vendor Fair -
November 4-5, 2026

Osthoff Resort, Elkhart Lake, WI

Spring Support Staff Conference - April 6-7, 2027

Spring Admin Conference & Vendor Fair - April 8-9,
2027

Heidel House, Green Lake, WI



How Sponsorship Works

WASPA is pleased to offer our Business Affiliates a variety of sponsorship opportunities to reach our members. We value your membership and are providing the following opportunities to develop and strengthen business relationships with over 2,400 of our WASPA members in Wisconsin public and private schools across the state of Wisconsin.

Sponsorship

WEBSITE SPONSOR – \$1500

- Logo on WASPA website for 12 month
- Scrolling display

SPRING VENDOR FAIR – \$450

- To be eligible, your company must be a Business Affiliate.
- Business name listed in promotional materials
- One booth space onsite during the first day of Administrator Conference
- Opportunity to directly interface with all attendees during conference
- Two free registrations and meals during event

Conference Sponsorship

Sponsoring a WASPA event allows our members to learn about what your business has to offer Wisconsin schools. It also provides you with an opportunity to network with our members. If you would like to sponsor a WASPA event, please contact Michelle Golden @ execdirector@waspa.org.

KEYNOTE SPONSOR – \$3000

- Two free registrations and meals during event
- Logo on registration site
- Provided an opportunity to address members for up to five minutes prior to keynote speaker
- Network with members at meals and breaks
- Display of company banner/sign
- Provide flyers at sponsored event
- Sponsor ribbon on name tag
- One-time use of attendee list
- Logo in the conference brochure

NETWORKING SPONSOR – \$2500

- Two free registrations and meals during event
- Logo on registration site
- Provided an opportunity to address members for up to five five minutes during social event
- Network with members at social event
- Display of company banner/sign
- Provide flyers at sponsored event
- Sponsor ribbon on name tag
- One-time use of attendee list
- Logo in the conference brochure

LUNCH SPONSOR – \$1500

- One free registration and meals during event
- Provided an opportunity to address members for up to 3 minutes during lunch event
- Network with members during lunch
- Display of company banner/sign
- Provide flyers at sponsored event
- Sponsor ribbon on name tag
- One-time use of attendee list
- Logo in the conference brochure

BREAKFAST SPONSOR – \$1200

- One free registration and meals during event
- Provided an opportunity to address members for up to 3 minutes during breakfast
- Network with members during breakfast
- Display of company banner/sign
- Provide flyers at sponsored event
- Sponsor ribbon on name tag
- One-time use of attendee list
- Logo in the conference brochure

BREAK SPONSOR – \$500

- Display of company banner/sign
- Provide flyers at sponsored event
- Sponsor ribbon on name tag
- Logo in the conference brochure

Our Team



Michelle Golden

Executive Director
WASPA



Nicole Laber

WASPA President
Director of Human Resources
School District of Marshfield



Sonya Ganther

WASPA President Elect
Director of Human Resources
School District of Marshfield



Sandy Stefczak

WASPA Past President
Director of Human Resources
CESA #1

WASPA Board Members

Candace Blakeslee, Wisconsin Rapids
Pam Casey, Elmbrook Schools
Holly Foshier, UW-Madison, School of Education
Sonya Ganther, Onalaska Schools
Jeff Genovese, Yorkville Community Unit School District 115
Brian Grabarski, Waunakee Community School District
Julie Grotophorst, Greendale Schools
Kimberly Hartwig, Unified School District of De Pere
Julie King, Appleton Area School District
Sarah Leatherman, West Bend School District
Marj Moy, School District of Waukesha
Jennifer Sielaff, School District of South Milwaukee
Mandy Turnbull, School District of Fort Atkinson
Sarah Zelazoski, Wauwatosa School District