

# ATTRACTING TOMORROW'S TALENT WITH TODAY'S LEADERS

Wed, April 13 | 5:30–7:30 pm

Evergreen Country Club

N6246 Hwy 12/67 • Elkhorn, WI



TICKETS ONLINE  
[www.LakelandBA.com](http://www.LakelandBA.com)



National Speaker

**Steve Bench**

*“The Millennial Guy”*

*Learn talent attraction and retention strategies to overcome generational differences. Attract Millennial and Gen Z employees and keep them from leaving!*

High Energy  
Fun, Educational

Understand how each generation views “work” as a part of their identity. Learn to manage and motivate someone who may not be as committed to their job as previous generations.

\$25 per person

*Includes appetizers, one beverage and presentation.*



**Lakeland Builders Association**  
WE'RE MORE THAN HOMES  
[www.lakelandba.com](http://www.lakelandba.com)  
PO Box 856, Elkhorn, WI 53121  
(262) 723-2908



# EVENT SPONSOR OPPORTUNITIES

## ATTRACTING TOMORROW'S TALENT

### WITH TODAY'S LEADERS

Steve Bench, "The Millennial Guy"

Wed, April 13 | 5:30–7:30 pm, Evergreen Country Club, Elkhorn

| LEVEL          | AMOUNT  | BRANDING                    |                       |                                       |                              |                                   |  |                                    | ADVERTISING        |                      |                                   | PERK                  |
|----------------|---------|-----------------------------|-----------------------|---------------------------------------|------------------------------|-----------------------------------|--|------------------------------------|--------------------|----------------------|-----------------------------------|-----------------------|
|                |         | Feature Blog on LBA Website | Logo on Event Signage | Logo on complimentary beverage ticket | Logo on digital event ticket | Exclusive Table Top Display Space | Your Brochures/Rack Cards on attendee tables | Logo w/Website Link on LBA Website | Event Announcement | Shared Attendee List | Social Media Post & Event mention | Complimentary Tickets |
| Presenting     | \$1,000 | •                           | •                     | •                                     | •                            | •                                 | •  | •                                  | •                  | •                    | •                                 | 6                     |
| Event          | \$500   |                             | •                     |                                       |                              |                                   |  | •                                  |                    |                      | •                                 | 4                     |
| Beverage       | \$350   |                             |                       | •                                     |                              |                                   |  |                                    | •                  |                      | •                                 | 2                     |
| Partner        | \$250   |                             |                       |                                       |                              |                                   |  |                                    |                    |                      | •                                 | 1                     |
| Ticket Sponsor | \$100   |                             |                       |                                       | •                            |                                   |  |                                    |                    |                      | •                                 |                       |
| Donations      |         |                             |                       |                                       |                              |                                   |  |                                    |                    |                      | •                                 |                       |

## AUDIENCE

Home builder associations from Kenosha to Janesville and Walworth County Chambers of Commerce will be spreading the word to business owners about this energetic speaker and worthwhile topic.

**Register to be a sponsor and reap the benefits.**



**Lakeland Builders Association**  
 WE'RE MORE THAN HOMES  
[www.lakelandba.com](http://www.lakelandba.com)  
 PO Box 856, Elkhorn, WI 53121  
 (262) 723-2908



**REGISTER ONLINE**  
[www.LakelandBA.com](http://www.LakelandBA.com)

