WISCONSIN WPA PORK ASSOCIATION

November 2026

RE: Wisconsin Pork Summit

Dear Wisconsin Pork Producers and Allied Industry Partners,

The Wisconsin pork industry has always been strongest when producers, veterinarians, suppliers, processors, lenders, and industry advocates come together to share ideas and build relationships. That is why I am excited to personally invite you to attend the inaugural **Wisconsin Pork Summit, taking place January 28-29, 2027, at The Wisconsin Hotel and Conference Center in Wisconsin Dells.**

The Wisconsin Pork Summit is a new event created specifically for Wisconsin's pork community. Designed as a two-day, noon-to-noon gathering, the Summit will offer valuable educational programming, industry updates, networking opportunities, and collaborative discussions focused on the future of pork production in our state.

Whether you are a pork producer, veterinarian, nutritionist, lender, equipment supplier, processor, or another allied industry professional, the Summit was developed with you in mind. Attendees will gain insight into emerging industry trends, hear from respected leaders, and connect with others who share a commitment to advancing Wisconsin's pork industry.

Highlights of the Summit will include:

- Educational seminars addressing key issues impacting pork production
- Keynote presentation from Bryan Humphreys, CEO of the National Pork Producers Council
- Panel discussion exploring the future of Wisconsin's pork industry, opportunities, and current economic outlook
- The Wisconsin Pork Association Annual Meeting and awards program
- The return of Porkapalooza, our premier pork industry networking and entertainment event
- Keynote presentation from Mike Downey of UnCommon Farms on farm transition planning
- Bacon & Brainstorming: Water Quality, Marketing Solutions, and Sponsor “Chop Talks”

Most importantly, the Wisconsin Pork Summit will provide an opportunity to reconnect with friends, strengthen partnerships, and help shape the future of our industry. In a rapidly changing agricultural landscape, there has never been a more important time for Wisconsin's pork community to come together.

On behalf of the Wisconsin Pork Association Board of Directors and staff, I encourage you to reserve your spot and join us for this exciting new event. We are committed to delivering a high-quality experience that will educate, inspire, and energize everyone who attends. You can register and learn more here.

We look forward to welcoming you to Wisconsin Dells in January.

Sincerely,

Howard “AV” Roth

President
Wisconsin Pork Association

PARTNER WITH US!

2027 Pork Summit Sponsorship Form

Please complete the form below and return with payment or you can register and pay online at www.wppa.org/wisconsin-pork-summit. Detailed info on what is included with each sponsorship package can be found on the next page.

Sponsor Name: _____

Contact Person: _____

Phone: _____ **Email:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Pork Summit Sponsorship Level

*Please select your desired **Pork Summit** sponsorship level.*

- ☐ Level 2 $2,000
  Please select an option:
  -Porkapalooza Sponsor -Cocktail Hour Sponsor -Breakfast Sponsor
- ☐ Level 1 $1,000
- ☐ General $500
- ☐ Auction Item Donation (Please list): _____
- ☐ Other: _____

Total Amount: _____

Payment Method:

- ☐ CC (Call WPA at 608-723-7551)
- ☐ Check (Make payable to "WPA").

MAIL COMPLETED FORM TO:

WPA
P.O. Box 327
Lancaster, WI 53813

SPONSOR BENEFITS

PORK SUMMIT SPONSORSHIP PACKAGES

Below is information on what is included in each sponsorship package for the **Wisconsin Pork Summit on Janauary 28-29, 2027**. Please contact WPA at 608-723-7551 if you would like to customize a package or have other ideas not listed below!

Sponsor Benefit	Level 2	Level 1	General
Investment Level	$2,000+	$1,000+	$500+
Two Attendee Registrations	X	X	X
One 6-foot Exhibit/Display Table	X	X	X
Recognition on All Summit Marketing & Promotional Materials	X	X	X
Break Sponsorship- with Company Advertisement	X	X	
“Chop Talk” Presentation During Bacon and Brainstorming	10 min.	10 min.	
Porkapalooza Sponsorship	Option		
Cocktail Hour Sponsorship with Reserved Time to Provide Comments	Option		
Breakfast Sponsorship with Reserved Time to Provide Comments	Option		
Customized Sponsorship Opportunities	Available to anyone		
Live and Silent Auction Donation Opportunities	Available to anyone		

Why Consider a Pork Summit Sponsorship?

- High-impact event exposure
- Direct interaction with attendees
- Exhibitor presence
- Speaking opportunities
- Sponsorship of specific Summit experiences

Sponsor Strategy:

WPA Pork Summit sponsorships are best for companies seeking event-specific networking and lead generation opportunities. They enhance your WPA partnership through concentrated exposure at the state's premier pork industry event.