



**FRIDAY, JULY 28, 2023**

**GREENWOOD HILLS COUNTRY CLUB • WAUSAU, WI**

*Wheels &*  
**Cash Raffle**

**RAFFLE WINNER'S CHOICE**

**PICK \$30,000 FOR A NEW SET  
OF WHEELS OR \$25,000 CASH!**

**GOLFERS: HOLE-IN-ONE WINS A NEW CAR!**

*Live Music By:* **STEEM**

# Join WATEA on Friday, July 28th

WATEA PRESENTS:

# FORE THE ROAD

CHARITY GOLF  
EVENT

## at Greenwood Hills Country Club for our Fore the Road Charity Golf Fundraiser!

Enjoy a fun day of golfing and networking while supporting a great cause! "Fore the Road" offers an afternoon of golf followed by an evening reception with complimentary food and beverages, a variety of raffles, including the new Wheels & Cash Raffle, live music by STEEM, and fireworks at dusk! Sign up for the golf outing and automatically get an all-access pass to the evening entertainment. Can't make it for the day of golf? No problem – you can still join the fun (and support the program) by purchasing a ticket to the reception and joining us any time after 5 pm!

## Event Schedule:

9:30 am	Registration Opens Bloody Mary Bar & Boxed Lunches Available
11:00 am	Golf Tournament Shotgun Start
5:00 pm	Evening Reception Begins Complimentary hors d' oeuvres & beer, wine & soda until 7 pm
6:30 pm	Event Announcements Student Scholarships Presentation Golf Tournament Winner Awards
7:00-10:00 pm	Live music with STEEM
8:30 pm	Wheels & Cash Raffle Drawing Grand Prize and General Raffle Drawings
10:00 pm	Fireworks Event Finale

### Evening Event Ticket Options

*Summer's Coolest Event!*

# STEEM

**EVENT TICKETS:** BEFORE 7/26/23: \$35  
AT THE DOOR: \$45

#### TICKET INCLUDES

- **5-7 PM** HORS D' OEUVRES & COMPLIMENTARY BEER, WINE & SODA (CASH BAR AFTER 7)
- **7-10 PM** LIVE MUSIC UNDER THE TENT
- **10 PM** PROFESSIONAL FIREWORKS FINALE
- **ENTRY INTO \$1000 GRAND PRIZE RAFFLE**
- RAFFLE AND PRIZE OPPORTUNITIES
- SILENT AUCTION ITEMS
- A NIGHT OF SOCIALIZING

# Wheels & Cash Raffle

**\$100 IN ADVANCE OR AT THE EVENT**

THIS TICKET INCLUDES SUMMER'S COOLEST EVENT!

**PLUS GET ENTERED INTO 2 BIG RAFFLES!**

#### RAFFLE #1: WIN WHEELS OR CASH!

- WINNER CAN GET \$30,000 TOWARDS A NEW CAR, TRUCK OR TRACTOR OF THEIR CHOICE FROM A PARTICIPATING DEALER!
- TAKE HOME \$25,000 IN CASH!



**RAFFLE #2: WIN \$1,000 CASH PRIZE!**

**If you have any questions regarding this event please contact:**

These Fore the Road event raffles are being conducted as Class A raffles using WATEA's Wisconsin raffle license #R0022184-A-26537. Ticket purchasers need not be present to win.

**Kent Olson**  
715-845-8473  
kent@olsontireandauto.com

**Jerry Brickner**  
715-842-4646  
jmb3@bricknerfamily.com

**WATEA**  
715-581-9283  
admin@watea.org





# Business Sponsorship Opportunities

All sponsorships include recognition in WATEA's website, annual report, and golf outing program!





Sponsorship Levels	Benefits
<b>Golf Team Sponsors</b> <b>\$700</b>	<p>Sponsor a golf team foursome to play at this event! All team players will receive:</p> <ul style="list-style-type: none"> <li>Goody bag with a sleeve of golf balls, t-shirt and other promotional items</li> <li>Lunch</li> <li>Two drink tickets</li> <li>Entrance into Evening Reception</li> <li>Tremendous raffle and prize opportunities</li> </ul>

## Traditional Sponsors

<b>Presenting Sponsor (1) - \$7,500</b> 	<ul style="list-style-type: none"> <li>One golf team foursome</li> <li>Eight additional tickets to evening reception</li> <li>Banner at event entrance</li> <li>Logo on live golf scorecard</li> <li>Recognition during media promotion of event</li> <li>Opportunity to introduce evening entertainment and welcome guests</li> </ul>
<b>Media Sponsor In-Kind \$6,000</b> 	<ul style="list-style-type: none"> <li>Listing on promotional materials</li> <li>Banner displayed prominently at the event</li> </ul>
<b>Diamond Sponsor \$2,500+</b> (Multiple Available) 	<ul style="list-style-type: none"> <li>One golf team foursome</li> <li>Four additional tickets to evening reception</li> <li>Banner displayed prominently at the event</li> <li>Verbal recognition during event &amp; awards</li> <li>Logo on sponsor recognition board and event website</li> <li>Opportunity to provide promotional giveaways</li> <li>Opportunity to put logo on WATEA's job fair trailer for year-round promotion</li> </ul>
<b>Platinum Sponsor \$2,000</b> 	<ul style="list-style-type: none"> <li>One golf team foursome</li> <li>Four additional tickets to evening reception</li> <li>Banner displayed prominently at the event</li> <li>Verbal recognition during event &amp; awards</li> <li>Opportunity to provide promotional giveaways</li> <li>Logo on sponsor recognition board and event website</li> <li>Limited Quantity Available</li> </ul>

Sponsorship Levels	Benefits
<b>Gold Sponsor \$1,000</b> 	<ul style="list-style-type: none"> <li>Logo on sponsor recognition board and event website</li> <li>Opportunity to provide promotional giveaways</li> <li>Four tickets to the evening reception</li> </ul>
<b>Exclusive Hole Sponsor - \$600</b> 	<ul style="list-style-type: none"> <li>Exclusive signage with logo on one hole</li> <li>Opportunity to have a representative on course to greet players, distribute promotional items, and/or run a game</li> <li>Two tickets to the evening reception</li> <li>Logo on sponsor recognition board and event website</li> </ul>
<b>Course Sponsor \$400</b> 	<ul style="list-style-type: none"> <li>One sign with logo on course</li> <li>Two tickets to the evening reception</li> <li>Logo on sponsor recognition board and event website</li> </ul>

## Golf Event Sponsors

<b>Live Scoring Sponsor (1) - \$1500</b> 	<ul style="list-style-type: none"> <li>Logo on primary screen of digital scoring system used by all golfers throughout tournament</li> <li>Four tickets to evening reception</li> <li>Logo on sponsor recognition board and event website</li> </ul>
<b>Putting Green Sponsor (1) - \$750</b> 	<ul style="list-style-type: none"> <li>Logo signage on the putting green</li> <li>Two ticket to evening reception</li> <li>Logo on sponsor recognition board and event website</li> </ul>
<b>Driving Range Sponsor (1) - \$750</b> 	<ul style="list-style-type: none"> <li>Logo signage on the driving range</li> <li>Two tickets to evening reception</li> <li>Logo on sponsor recognition board and event website</li> </ul>
<b>Cannon Hole Sponsor (1) - \$750</b> 	<ul style="list-style-type: none"> <li>Logo signage at the Cannon Shot game on course</li> <li>Two tickets to evening reception</li> <li>Logo on sponsor recognition board and event website</li> </ul>
<b>Golf Cart Sponsor (1) - \$1,500</b> 	<ul style="list-style-type: none"> <li>Logo on each golf cart</li> <li>Four tickets to evening reception</li> <li>Logo on sponsor recognition board and event website</li> </ul>

Sponsorship Levels	Benefits
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## Tent Sponsors

<b>Registration Sponsor (1) - \$1000</b>	<ul style="list-style-type: none"> <li>• Exclusive banner in the registration area</li> <li>• Four tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> </ul>
<b>Beer Tent Sponsor (1) - \$1000</b> 	<ul style="list-style-type: none"> <li>• Exclusive banner in the beer tent</li> <li>• Four tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> </ul>
<b>Raffle &amp; Auction Tent Sponsor (1) - \$1000</b>	<ul style="list-style-type: none"> <li>• Banner hung prominently on raffle &amp; silent auction tent</li> <li>• 4 tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> </ul>
<b>Porta Potty Sponsor (1) - \$300</b> 	<ul style="list-style-type: none"> <li>• Logo signage on all portable toilets outside main event area</li> <li>• Two tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> </ul>

## Entertainment Sponsors

<b>Band Sponsor (1) - \$4,500</b> 	<ul style="list-style-type: none"> <li>• Banner hung near band stage</li> <li>• Opportunity to co-introduce the band and welcome guests</li> <li>• One golf team foursome</li> <li>• Eight tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> </ul>
<b>Fireworks Sponsor (1) - \$2,500</b> 	<ul style="list-style-type: none"> <li>• Banner displayed prominently in area outside tent</li> <li>• Opportunity to introduce the fireworks display and thank guests for attending</li> <li>• Eight tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> </ul>
<b>Volunteer Sponsor (1) - \$1,000</b> 	<ul style="list-style-type: none"> <li>• Logo on all volunteer t-shirts worn day of event</li> <li>• Four tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> </ul>

Sponsorship Levels	Benefits
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## Food & Beverage Sponsors

<b>Lunch Sponsor (1) - \$1,500</b> 	<ul style="list-style-type: none"> <li>• Logo on all golfer lunch/goody bags</li> <li>• Logo signage at lunch station</li> <li>• Recognition during shotgun start announcements</li> <li>• Four tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> </ul>
<b>Reception Sponsor (2) - \$1,500</b> 	<ul style="list-style-type: none"> <li>• Logo signage on food serving tables</li> <li>• Logo signage on all guest tables under tent</li> <li>• Recognition during evening announcements</li> <li>• Four tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> </ul>
<b>Bloody Mary Bar (1) - \$750</b> 	<ul style="list-style-type: none"> <li>• Logo signage at Bloody Mary Bar</li> <li>• Two tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> <li>• Option to help staff Bloody Mary bar</li> </ul>
<b>Beverage Station (4) - \$750</b> 	<ul style="list-style-type: none"> <li>• Logo on all beverage station signage</li> <li>• Two tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> </ul>
<b>Coffee &amp; Bottled Water Sponsor (1) - \$750</b> 	<ul style="list-style-type: none"> <li>• Logo signage on bottled water and coffee tables</li> <li>• Two tickets to evening reception</li> <li>• Logo on sponsor recognition board and event website</li> </ul>

## Raffle & Silent Auction Donor

**Want to contribute but can't be a sponsor? Donate an item or experience for WATEA's silent auction or general raffle and help raise funds for the cause in a different way!**

**Contact WATEA at (715) 581-9283 or [admin@watea.org](mailto:admin@watea.org) to discuss opportunities for donating an item or money for this year's prizes!**

# How WATEA Drives

WATEA works by focusing on four specific areas of engagement:



Training & Workforce Development

Scholarships & Recognition

Community Engagement

Membership & Sustainability



Using these as a guide, WATEA is able to effectively impact the transportation industry's workforce environment across central Wisconsin and beyond.



## About WATEA

The Wisconsin Automotive & Truck Education Association (WATEA) brings together like-minded transportation businesses, educational institutions, community organizations, and individuals to create innovative solutions that increase workforce opportunities in the transportation industry.

## WATEA's Mission

To improve awareness of career paths and opportunities in the automotive/truck industry; and to promote technical and continuing training, educational development, and certification for workers in the automotive and truck industry.

## WATEA's History

In the late 1990's, a small group of business and educational leaders joined forces to save the Automotive Technician training program at a local technical college. Through this experience, the group discovered the power of their combined influence and, in 2000, the Wisconsin Automotive & Truck Education Association was formed. Since that time, businesses and organizations who might be competitors elsewhere have collaborated to achieve their shared goals of increasing transportation industry training opportunities and create a lasting difference in our communities.

In 2011, WATEA launched the Wheels to Work program to provide reliable vehicles to low-income employees. In 2019, Commute2Careers was created to give shuttle rides to new employees lacking transportation to work.

**Want to support WATEA  
all year long?  
Become a Member!**

**For just \$297**, get all the benefits of year-round membership! Learn more or sign up at <https://watea.org/Content/Membership--Support.cfm>



## Wheels to Work

Since 2010, Wheels to Work (W2W) has helped more than 300 low-income clients obtain or repair a vehicle so they can get or keep a job. Qualifying applicants receive affordable, 0%-interest loans with payment plans that fit within their budgets so they can fix their current vehicle at discounted rates or obtain a new-to-them vehicle from WATEA's donated vehicle inventory.

Community organizations partner with WATEA to ensure applicants are connected to key resources & information about financial literacy and budgeting. Regional businesses and educational partners then offer discounted rates for vehicle parts and labor, keeping repairs affordable and maximizing the program's impact.



## Commute2Careers

In August 2022, WATEA launched a new Commute2Careers shuttle service in partnership with Mid-State Technical College using funding from Mid-State's Workforce Innovation Grant. The C2C service provides FREE rides between Mid-State campuses to enable students with transportation barriers to access classes. For more information, visit [www.mstc.edu/shuttle](http://www.mstc.edu/shuttle).

The Mid-State partnership evolved out of the original C2C program, which WATEA ran from June 2019 through December 2021 using a DWD Fast Forward grant. That brand-new employment shuttle service provided a unique transportation solution for individuals living in central and northern Wisconsin who were otherwise prevented from accessing a job due to transportation barriers.



*Summer's Coolest Event!*

**STEEM**

**LIVE! UNDER THE TENT!**



**FRI JULY 28, 2023**

**GREENWOOD HILLS CC, WAUSAU • 5:00-10:00 PM**

**TICKET INCLUDES:**

- 5-7 PM: COMPLIMENTARY HORS D'OEUVRES AND BEER, WINE & SODA CASH BAR AFTER 7
- 7-10 PM: LIVE MUSIC FROM STEEM
- RAFFLE & PRIZE OPPORTUNITIES
- A NIGHT OF SOCIALIZING WHILE SUPPORTING A GREAT CAUSE!
- SILENT AUCTION ITEMS
- PROFESSIONAL FIREWORKS FINALE

**ENTRY INTO \$1000 GRAND PRIZE RAFFLE** DRAWING AT 8:30 PM

**TICKETS:** BEFORE 7/26/23: **\$35** AT THE DOOR: **\$45**

**All Proceeds Support**



Wheels to Work

