



Strategic Plan

Submitted to:

The Wellness Council of America
c/o The Wellness Council of Wisconsin
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Submitted by:

The Sheboygan Worksite Wellness Taskforce of Sheboygan County Activity & Nutrition Coalition (SCAN), a committee of Healthy Sheboygan 2020 Division.





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Sheboygan Well County Vision: To make positive health outcomes a reality for Sheboygan County workforce, residents, and their families through collaborative efforts of community and business leaders focused on health factors, policies and programs.

Sheboygan Well County Mission: To engage and challenge local business and community leaders to improve the health and wellbeing of the workforce in Sheboygan County.

Sheboygan Well County 2020 Goal Statement: To achieve “Well County” designation by March 31, 2020 in support of the mission and goals of Sheboygan County Activity & Nutrition Coalition (SCAN), a committee of Healthy Sheboygan 2020. Well County designation requires a minimum of 20 organizations who collectively employ at least 20% of the community’s workforce, to achieve Well Workplace status.

<http://inwisconsin.com> reports 66,511 employees in Sheboygan County. Sheboygan Well County efforts will impact at least 16,212 workers, equivalent to 24% of the workforce. (See Appendix B for Sheboygan County municipalities)



How healthy is Sheboygan County?

Looking at County Health Rankings and Roadmaps

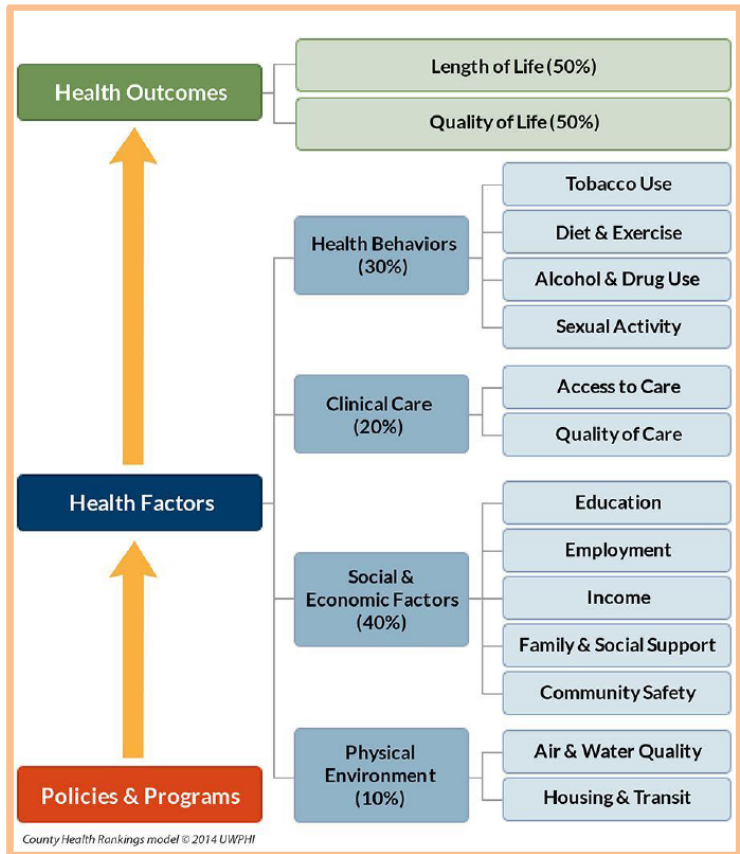
Located on the coast of Lake Michigan, Sheboygan County is home to just over 115,000 residents. When we look at the health of those residents, it is important to understand the many factors that influence health.

The County Health Rankings and Roadmaps program is collaboration between UW Population Health Institute and the Robert Wood Johnson Foundation that focuses on providing local data to communities to help them identify opportunities to improve their health. The rankings are based on a model of population health that emphasizes the many factors that, if improved, can make communities a healthier place to live, work, learn and play. The model below helps illustrate the many factors that affect the health of our communities, and to what degree they play a role in determining our health.

County rankings measure health in terms of health outcomes and health factors. These include looking at elements such as educational attainment, binge drinking rates, obesity, health care access and early death.

Of the 72 counties in Wisconsin, the following is how Sheboygan Ranks:

- 25** in Health Outcomes
...how healthy our county is
- 10** in Health Factors
...things that influence health
- 15** in Health Behaviors
...how healthy we live
- 11** in Clinical Care
...how good is our healthcare
- 17** in Social and Economic Factors
...how strong is our social fabric
- 35** in Physical Environment
...how healthy our environment is





How healthy is Sheboygan County?

The County Health Rankings, as well as the locally conducted 2014 Sheboygan County Community Health Assessment, indicate that the health of Sheboygan County residents continues to be negatively impacted by physical inactivity, alcohol consumption, unemployment and children in poverty. For more detailed information about the County Health Rankings and Roadmaps, go to:

<http://www.countyhealthrankings.org>

2014 Sheboygan County Community Health Assessment Key Findings

67% of Sheboygan County residents are overweight

Only 24% of people report consuming at least 3 servings of vegetables a day

One of four school aged children in Sheboygan County qualifies for free or reduced rate hot lunch

9% of Sheboygan County residents reported they always or nearly always felt sad, blue or depressed in the past 30 days

1 in 4 are affected by mental illness

Between 2003 and 2013 Sheboygan County had 165 confirmed suicides

Community members report difficulties in accessing needed mental health services

The stigma of mental illness has been identified as an issue requiring attention by Sheboygan County

OWI, or Operating While Intoxicated, arrest rates are higher than Wisconsin Average

From 2007 to 2011, there has been an increase in the number of drug related hospitalizations

28% of Sheboygan County residents are excessive drinkers



Sheboygan Well County Needs Statement:

Sheboygan County Public Health, along with area healthcare and business leaders, have long recognized the benefits of community health planning. Several decades of community collaboration has evolved into what is known today as the Healthy Sheboygan County 2020 Community Health Improvement Plan (CHIP). Following is a summary of current activities related to the 2015-2017 strategic planning phase of Healthy Sheboygan 2020.

The Healthy Sheboygan County 2020 infrastructure, described in the following pages, supports a multi-stakeholder leadership group that is focused on having a collective impact towards a common agenda, shared measurement systems, mutually reinforcing activities, continuous communication, and backbone support of organizations.



The following pages include excerpts from the Sheboygan County Community Health Improvement Plan (CHIP).



Background and Purpose

Healthy Sheboygan County 2020

Healthy Sheboygan County 2020 (HSC2020) is a community-based initiative formed in 1993 which is designed to make positive changes in the health status of Sheboygan County by 2020. The diverse membership, which includes public health, local health care agencies, schools, businesses, and community representatives, all work together to achieve the ultimate goal of the community living better, longer lives.



Community Health Improvement Plan Process

HSC2020's Role in Community Health Improvement Plan

The Sheboygan County Community Health Improvement Plan is part of the ongoing effort put forth by Healthy Sheboygan County 2020 and Sheboygan County Health and Human Services, Division of Public Health to improve the health and quality of life in our community. The intention of Healthy Sheboygan County 2020 and this Health Improvement Plan are to increase community awareness of Sheboygan County's public health issues, establish or build upon existing community partnerships focused on improving the health of our community while reducing fragmentation of present coalitions, and to engage residents to take responsibility in adopting a healthier lifestyle.

Planning Process

The HSC2020 community health improvement planning process follows the work of the 2012-2014 Community Health Improvement Plan developed by the HSC2020 Steering Committee, and the Sheboygan County Activity and Nutrition (SCAN), Health Literacy, Mental Health, and alcohol, tobacco and other drug abuse (ATODA) community action committees. Committee members designed a new plan based on the changing environment and the findings of the most recent community health assessment. The following are key steps that were taken to develop the 2015-2017 CHIP priorities



Community Conversations

- March 2014, more than 300 community members joined together to talk about mental health and ATODA issues. Participants included local law enforcement, social services/human services, legislature, education, businesses, nonprofits, health care providers, families and consumers.
- The event incorporated presentations on local and state data, system functionality and small group discussions guided by why good mental health is important, what is working in our community, barriers, and gaps/missing services related to mental health and alcohol and other drug abuse. The close of the day focused on action planning and how to build on our strengths.
- Out of the event, emerged the focus areas of education/prevention, access and coordination of care. These are areas that are integrated into the new leadership structure and were key to building the actions of our health priority coalitions.

Community Health Assessment (CHA)

- In 2014, Healthy Sheboygan County 2020 partnered with Aurora Health Care, Sheboygan County Health and Human Services, Division of Public Health, Lakeshore Community Health Care, St. Nicholas Hospital, United Way of Sheboygan County and UW Extension of Sheboygan County to complete the 2014 Community Health Assessment. This included key informant interviews; county health survey and secondary data report—click below to view.
 - [Key Informant Interview Report](#)
 - [County health Survey](#)
 - [Secondary Data Report](#)

Community Call to Action

- Over 110 participants representing health care systems, human service agencies representing various populations within the community, public safety, education and private/corporate employers
- Assisted by an external facilitator, the group spent a significant amount of time in smaller discussion groups that were tasked with identifying and discussing and prioritizing aspirational visions for the health of Sheboygan County, the systematic changes that will help to achieve those visions, restricting factors, and measures of progress and success.



Leadership Work Sessions

Over the six months that followed the Community Call to Action, members of the HSC 2020 Steering Committee held several work sessions to identify the health priorities that HSC 2020 would address in the 2015-2017 CHIP. As a part of this planning process, with the assistance of a facilitator from the Wisconsin Primary Health Care Association, members reviewed the findings of the CHA and the vital community input that received during the 2014 community events. The group agreed that a stronger HSC 2020 infrastructure would be needed to build a culture of health across the lifespan. Throughout these work sessions, committee members discussed and embraced the concept of collective impact, the commitment of a group of multidisciplinary members across sectors with a common agenda to solve problems through collaboration.

Throughout the discussions, the Steering Committee recognized that if HSC 2020 is to be successful in making substantial improvement in the overall health of the community, there is a need for a stronger infrastructure and active participation of leadership from key health/social service agencies. This stronger infrastructure would involve a multi-stakeholder leadership group that is focused on having a collective impact towards a common agenda, shared measurement systems, mutually reinforcing activities, continuous communication, and backbone support organizations. This model would transition the previous HSC 2020 Steering Committee, made up largely of the co-chairs of the Community Health Committees to a Leadership Council comprised of decision makers from the local health/social service agencies. These decision makers are inherently involved in the key health priorities identified throughout the community health assessment/planning process.

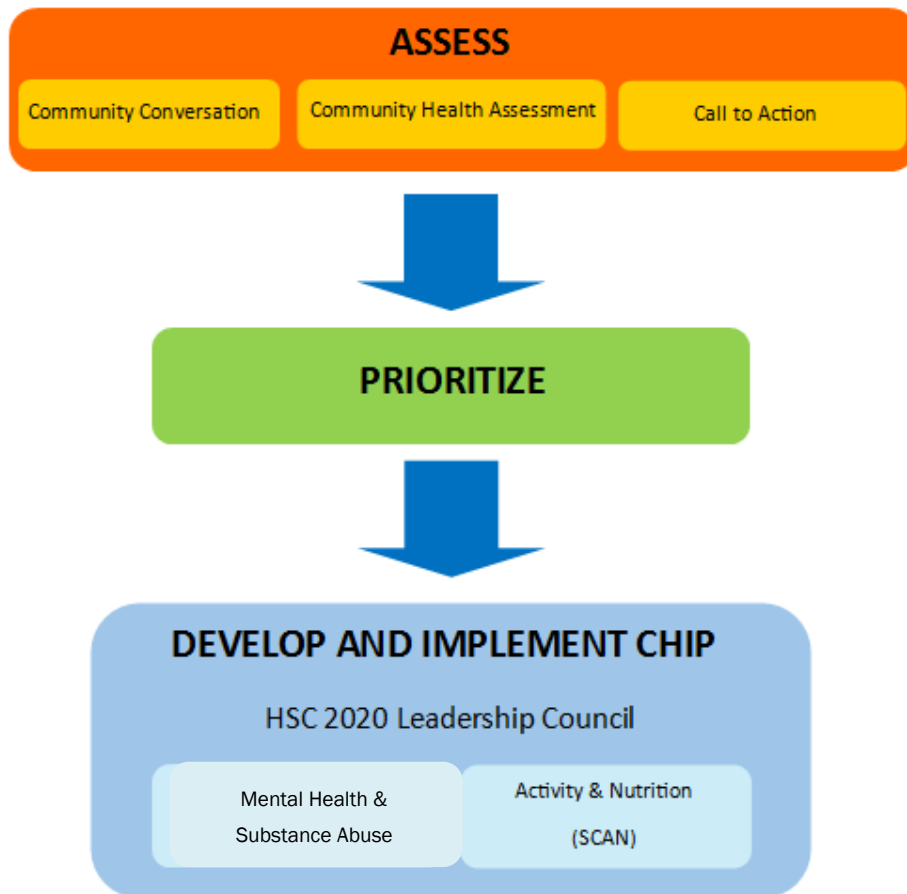
Health Priorities

Overwhelmingly, the Leadership Council membership agreed the 2015-2017 Community Health Improvement Plan should continue to build on the work accomplished by the Community Health Coalitions in the particular areas of:

- Mental Health
- Substance Abuse
- Physical Activity and Nutrition



The following schematic reflects the steps of the community health improvement planning process taking place in 2014 to early 2015.



In addition to these areas, the following areas emerged as themes in each of the mental health, ATODA and physical activity and nutrition health priority areas.

- Education/Prevention
- Access to Services
- Coordination/Continuity of care
- Health Literacy
- Well County Initiative



Due to recognized need of HSC2020 evolving beyond the existing HSC2020 Steering Committee and Community Health Coalitions, the following structure has been developed to support the community health improvement work over the next 3-5 years.

HSC 2020

Sheboygan County Residents will Live in a Community That Supports Healthy Living Across the Lifespan

SCAN	Mental Health & Substance Abuse
See Action Plan	See Action Plan
Education/Prevention	
Access to Service	
Coordination/Continuity of care	
Health Literacy	
Spread/Integrate Well County Initiatives	
HSC2020 Leadership Development/Succession Planning	
Community Awareness Readiness/Community Engagement	
Marketing and outreach	
Strategic planning, implementation, data collection/analysis, evaluation	

Legend

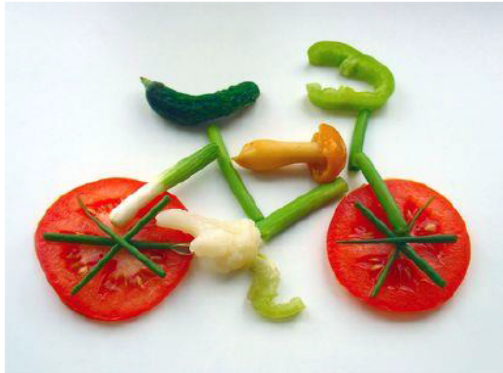
HSC2020 CHCS Focus Areas – Considered/integrated into CHC and Leadership Council Goals

Topic/Focus Area Goals – Determined by CHC

HSC 2020 Leadership Council assumes Primary Oversight and Support of these efforts

Health Priority: Activity and Nutrition

Physical Activity and Nutrition



What is Physical Activity and Nutrition?

Physical activity is any activity that enhances or maintains physical fitness and overall health. Nutrition focuses on consumption of foods that support physical, emotional and social well-being for all people.

Why is Physical Activity and Nutrition a priority of HSC2020?

Nutrition and physical activity are important to the health across the lifespan. A healthy diet and regular exercise reduces the risks for several chronic health conditions like, heart disease, high blood pressure, Type 2 diabetes and high cholesterol, stroke, osteoporosis and can help alleviate symptoms of depression. At the same time, poor nutrition and lack of physical activity can lead to obesity, putting people at risk for these chronic conditions.

What are our goals for Physical Activity and Nutrition?

1. To achieve Sheboygan Well County Designation from the Wellness Council of America (WELCOA) by December 31st 2020. Well County designation requires a minimum of 20 organizations who collectively employ at least 20% of the community's workforce, to achieve Well Workplace status.
2. Youth will be empowered with skills and habits that support an ongoing, active lifestyle by participating in physical activity program(s) that result in an increase of youth who report being physical activity for 60 minutes 5 days each week.
3. Increase percentage of Sheboygan County adults who consume at least 2 servings of fruits a day on average to 62% and those who consume at least 3 servings of vegetables a day on average to 28% by 2018.





The Sheboygan County Activity & Nutrition (SCAN) Coalition - Worksite Wellness Taskforce Background & Purpose

In 2012, the SCAN Committee appointed a taskforce to research best practices and solutions to worksite wellness in Sheboygan County

The taskforce conducted a Worksite Wellness survey. Key findings, listed below, prompted further interest in assisting local employers with resources needed to establish and maintain successful results-oriented worksite wellness programs.

- **Top 3 Barriers preventing worksite wellness programming**
 - 83% Don't have time or staff to dedicate
 - 62% Lack of funding
 - 50% Lack of Employee Interest/Motivation
- **What tools or resources would be helpful to you?**
 - 63% A person to talk to for ideas & advice
 - 68% Sample education materials
 - 60% A summary of how to get started
 - 64% How to evaluate a wellness program

In response, the taskforce organized a community "Worksite Wellness" seminar that has become an annual event. Since 2013, Approximately 60 participants participate annually.

In addition, the taskforce recommended that the **Sheboygan Well County initiative be marked a priority by the Healthy Sheboygan 2020 Leadership Committee and so it has been incorporated in the 2015-2017 strategic plan.** The WELCOA "Well City USA" program has proven to align communities with resources and guidelines to achieve community health goals.

As a result, the 'Sheboygan Well County Taskforce' committee has:

- Introduced an Action Plan outlining Goals and Objectives for the Well County project. See Appendix D
- Submitted a pre-application for the Sheboygan Well County project which was accepted by the Wellness Council of Wisconsin in December 2015.
- Introduced and engaged the community in the idea of Well County designation through various strategies as described in Appendix D
- Developed a budget through 2019 as well as sponsorship/donation guidelines to ensure financial support and sustainability of the project. To



date, two Silver level and one Bronze level sponsorship has been received. See Appendix C

- Partnered with the Sheboygan County Chamber to introduce a “Worksite Wellness” Roundtable, established May 27, 2015. The Roundtable will be held six times per year.

To date, the taskforce has engaged 26 businesses, who collectively employ 24% of the workforce, to commit to the Sheboygan Well County project. See Appendix A for a list of committed businesses.

Sheboygan Well County Task Force Commitment The taskforce, will work in collaboration with the Sheboygan County Activity and Nutrition Coalition (SCAN), a committee of Healthy Sheboygan County 2020, the Wellness Council of Wisconsin, the Sheboygan County Chamber, healthcare providers, wellness providers, and businesses to move forward and sustain the Sheboygan Well County Designation efforts.

An established taskforce will:

- Ensure inclusiveness and accountability to the initiative
- Provide oversight of the strategic plan implementation
- Track number of engaged businesses and their progress to ensure goal achievement
- Provide support and insight to committees as needed

Task Force Members

Member, Company	E-mail Contact	Tenure
Kelly Boeldt, Sports Core - Kohler	kelly.boeldt@kohler.com	Aug-14
Amy Betke, Sheboygan County Public Health	amy.betke@sheboygancounty.com	Aug-14
Barb Feiertag, Community Advocate	bifeier@wi.rr.com	Jun-15
Donna Wendlandt, Sheboygan YMCA	dwendlandt@sheboygancountyymca.org	Jun-15
Jean Pittner, Sheboygan County Public Health	jean.pittner@sheboygancounty.com	Aug-14
Jeri Dreikosen, Sheboygan Area School District	jdreikosen@sasd.net	Aug-14
Kevin Donnelly, Aurora Health Care	kevin.donnelly@aurora.org	Aug-14
Sherri Samuels-Fuerst, Sargento Foods	sherri.samuels_fuerst@sargento.com	Aug-14
Julie Meyer, Hub International	julie.meyer@hubinternational.com	Mar-15
Jane Brill, Sheboygan County Chamber	jane@sheboygan.org	Sep-15
Jose Gonzalez, Abacus Architects	jgonzalez@abacusarchitects.net	Mar-16

In cooperation with the Wellness Council of Wisconsin



Sheboygan Well County Committee Overview

Task Force - Project Management & Oversight: Project Resources Community Initiatives, Fundraising and Recruitment

- Work collectively with the Wellness Council and employers participating in the project to outline a plan and develop training schedule – Jessica Raddemann and Katie Reiels
- National Employee Health & Fitness Day/Sherri Samuels-Fuerst & Christine Oleksy – Sheboygan County YMCA
- Collaboration with other Healthy 2020 initiatives such as the annual Mental Health Resource Fair
- Track and follow up with participants who have not hit their projected timeline to provide support or resources if necessary.
- Work in collaboration with the Task Force to develop and maintain project budget including solicitation of supporting funds
- Pursue financial or in-kind donations, or fund raising opportunities to meet the needs of the established budget
- Track and acknowledge receipt of donations/sponsorships
- Obtain CEO and community support
- Recruit and educate participating employers
- Maintain ongoing communication with potential participants

Training and Mentoring

- Develop a schedule and topic list for Quarterly learning opportunities, or WELCOA Well Workplace University Training and coordinate these events. – Jessica Raddemann and Katie Reiels
- Coordinate WELCOA Well Workplace University Training & Quarterly Project Training Opportunities – Jessica Raddemann and Katie Reiels
- Develop and execute additional training seminars as needed
- Worksite Wellness Roundtables (Sheboygan Chamber) – Jane Brill

Marketing/Communications

- Develop and manage internal and external communications and brand
- Flyers/Brochures/Sell Sheets
- Author and submit press releases
- Website – In cooperation with Healthy 2020
- Assist other committees as needed with the development of communications and other marketing materials.

Annual & Designation Celebrations

- Plan, coordinate and work in collaboration with the marketing committee to market annual events



Sheboygan Well County Committee Participants

Project Management & Oversight: Project Resources, Community Initiatives, Fundraising, and Recruitment

Kelly Boeldt (Lead)	Sports Core - Kohler
Amy Betke	Sheboygan County Public Health
Barb Feiertag	Community Advocate
Donna Wendlandt	Sheboygan YMCA
Jean Pittner	Sheboygan County Public Health
Jeri Dreikosen	Sheboygan Area School District
Kevin Donnelly	Aurora Health Care
Sherri Samuels-Fuerst	Sargento Foods
Julie Meyer	Hub International
Jane Brill	Sheboygan County Chamber
Jose Gonzalez	Abacus Architects
Katie Reiels	Wellness Council of Wisconsin
Jessica Raddemann	Wellness Council of Wisconsin

Marketing/Communications

Jane Brill (Lead)	Sheboygan County Chamber
Kelly Boeldt	Sports Core - Kohler
Jenny Vorpapel	Sheboygan County Public Health
Sherri Samuels-Fuerst	Sargento Foods

Training and Mentoring

Sherri Samuels-Fuerst (Lead)	Sargento Foods
Jeri Dreikosen (Lead)	Sheboygan Area School District
Kevin Donnelly	Aurora Health Care
Katie Reiels	Wellness Council of Wisconsin
Jessica Raddemann	Wellness Council of Wisconsin

Annual & Designation Celebrations

TBD (Lead)	
Julie Meyer	Hub International
Donna Wendlandt	Sheboygan County YMCA
Barb Feiertag	Community Advocate



Project Management & Oversight Task Force Operational Guidelines

- The Project Management & Oversight Task Force committee shall operate with a minimum of six members for the duration of the project.
- A quorum, defined as 50% of the committee, is required to hold a meeting and move efforts forward
- Terms commitments are equal to 3 years no maximum on number of terms
- Term commitments for 'Lead' roles are three years with a maximum of five consecutive terms.
- Task Force members agree to attend a minimum of 50% of meetings in person or by phone
- Task Force members must serve on at least one subsequent committee

Sub-Committee Operational Guidelines

Marketing/Communications
Fundraising
Recruitment
Annual & Designation Celebrations

- Ideally each committee shall operate with a minimum of 3 members for the duration of the project.
- Terms commitments are equal to 3 years no maximum on number of terms
- Term commitments for 'Lead' roles are three years with a maximum of five consecutive terms.
- Members agree to attend a minimum of 50% of meetings in person or by phone

Sheboygan Well County Committee Commitment Statement

I would like to support the Sheboygan Well County initiative by serving on the

_____ committee(s).

I understand this is a three year commitment and I agree to attend a minimum of 50% of meetings and actively participate in committee initiatives.

Signature _____

Company/Organization _____

Date _____



Thank you for considering Sheboygan County’s application for the “Well City USA” project. We are confident that the current infrastructure will sustain Sheboygan’s efforts of working toward a healthier community. We look forward to working with the Wellness Council of Wisconsin and the Wellness Council of America to achieve this important designation.





Appendix A

List of Committed Well County Employers

	Company Name	Employee Contact	# of EE	Email
1	Associated Financial Group	Amy Richter	3	Amy.Richter@associatedfinancialgroup.com
2	Aurora Healthcare	Michelle Urbanek	1,386	Michelle.UrbaneK@Aurora.org
3	Bemis Mfg. Co.	Mike Klein	1,200	Mike.Klein@Bemismfg.com
4	Faith Technologies, Inc	Alyssa Kwasny	79	Alyssa.Kwasny@faithtechnologies.com
5	Holy Family Memorial	Judy Check	25	jcheck@hfmhealth.org
6	HSHS St. Nicholas Hospital	Kristine Kath	481	Kristine.Kath@Prevea.com
7	Hub International	Julie Meyer	40	julie.meyer@hubinternational.com
8	Johnsonville Sausage	Julie Herschelb	1,000	Julie.Herschleb@Johnsonville.com
9	Just Kids Dental	Dr. Andrea Igowski	10	drigowsky@justkidsdentalwi.net
10	Kohler Co.	Lynn Kulow	5,800	lynn.kulow@kohler.com
11	Lakeland University	Gina Covelli	210	coveliGM@lakeland.edu
12	Lakeshore Technical College	Renee Bruckshen	200	Renee.Bruckshen@gotoltc.edu
13	Masters Gallery Foods, Inc.	Lauren Hydock	560	Lhydock@mastersgalleryfoods.com
14	McClone Agency, Inc	Lisa Van Straten	30	Lisa.vanstraten@mcclone.com
15	Plastics Engineering Company	Lisa Brotz	300	LBrotz@Plenco.com
16	Plymouth Foam Inc.	Deb Develski	154	Deb.develski@plymouthfoam.com
17	Plymouth School District	Anne Gamoke	317	agamoke@plymouth.k12.wi.us
18	Prairie States	Michou Reichelsdorfer	61	mrdorfer@prairieontheWeb.com
19	Prevea Health	Kristine Kath	205	kristine.kath@prevea.com
20	Sargento Foods, Inc.	Sherri Samuels-Fuerst	1,000	sherri.samuels_fuerst@sargento.com
21	Sheboygan Area School District	Jeri Dreikosen	1,250	jdreikosen@sasd.net
22	Sheboygan County	Marcia Schreiber & Michelle Roenitz	807	michelle.roenitz@sheboygancounty.com Marcia.schreiber@sheboygancounty.com
23	Sheboygan County Chamber	Deanne Schultz	12	deanne@sheboygan.org
24	Sheboygan Paint Company	Jeanette Wierzbach	82	jeanettew@shebpaint.com
25	Sheboygan YMCA	Christine Olesky	400	colesky@sheboygancountyyymca.org
26	Vollrath Company	Jeff Madson	600	jmadson@vollrathco.com
	Total		16,212	

This list represents approximately 24% of the Sheboygan County Workforce.



Appendix B

Sheboygan County Municipality Listing

<http://www.sheboygancounty.com/government/municipalities>

Employee Numbers

<http://inwisconsin.com/select-wisconsin/available-sites/locate-in-wisconsin>

Cities	Employees
City of Sheboygan	35,870
City of Sheboygan Falls	3,213
City of Plymouth	6,953
Townships	
Town of Greenbush	178
Town of Herman	2,244
Town of Holland	546
Town of Lima	1,081
Town of Lyndon	262
Town of Mitchell	106
Town of Mosel	1,548
Town of Plymouth	1,224
Town of Rhine	758
Town of Russell	54
Town of Scott	207
Town of Sheboygan	4,194
Town of Sheboygan Falls	909
Town of Sherman	346
Town of Wilson	Not reported
Villages	
Village of Adell	170
Village of Cascade	83
Village of Cedar Grove	613
Village of Elkhart Lake	555
Village of Glenbeulah	67
Village of Howards Grove	1,306
Village of Kohler	2,020
Village of Oostburg	783
Village of Random Lake	1,095
Village of Waldo	126



**Appendix C
Proposed Budget**

Fiscal Year Period: January - December

	2015	2016	2017	2018	2019
Revenue					
Corporate Sponsorship					
Platinum Sponsor 3 year commitment (\$2500-5,000)	\$0	\$2,500	\$5,000	\$5,000	\$5,000
Gold Sponsor 3 year commitment (\$1000-2499)	\$0	\$3,000	\$3,000	\$3,000	\$3,000
Silver Sponsor 3 year commitment (\$500-999)	\$0	\$1,000	\$1,000	\$1,000	\$1,000
Bronze Sponsor (\$100-499)		\$500	\$500	\$500	\$500
Well County Designation Event Sponsors	N/A	N/A	N/A	N/A	\$3,100
SCAN Annual Worksite Wellness Meeting Sponsor	\$578	\$610	\$0	\$900	\$1,200
Participant Fees					
Chamber Worksite Wellness Roundtable	\$0	\$0	\$0	\$0	\$0
Well Workplace University - 7C's Training	\$0	\$0	\$0	\$0	\$0
SCAN Annual Worksite Wellness Meeting	\$0	\$0	\$0	\$0	\$0
Total cash revenue					
Total in-kind revenue					
Total Revenue	\$578	\$7,610	\$9,500	\$10,400	\$13,800
Expenses					
Events					
CEO Kick-Off Event	N/A	\$600	N/A	N/A	N/A
Annual Well Workplace Celebration	N/A	\$4,250	\$5,550	\$6,550	N/A
Well County Designation Ceremony	N/A	\$0	\$0	\$0	\$9,000
Training					
Chamber Worksite Wellness Roundtable	\$0	\$0	\$0	\$0	\$0
Well Workplace University - 7C's Training	\$0	\$1,400	\$1,600	\$1,800	\$0
SCAN Annual Worksite Wellness Meeting	\$578	\$610	\$0	\$900	\$1,200
AdHoc Training	\$0	\$0	\$200	\$0	\$2,000
Marketing					
General Marketing & Communications		\$450	\$1,500	\$1,000	\$1,000
Website Support					
Website Host					
Promotional Items		\$300	\$650	\$150	\$600
Total cash expenses					
Total in-kind expenses					
Total Expenses	\$578	\$7,610	\$9,500	\$10,400	\$13,800
Revenue over Expenses	\$0	\$0	\$0	\$0	\$0



Sheboygan Well County Sponsorship Levels and Benefits

Sheboygan Well County Vision: To make positive health outcomes a reality for Sheboygan County workforce, residents and their families through collaborative efforts of community and business leaders focused on health factors, policies and programs.

Sheboygan Well County Mission: To engage and challenge local business and community leaders to improve the health and wellbeing of the workforce in Sheboygan County.

Platinum Sponsor - \$2,500 annually

- Platinum sponsors have the opportunity to address the audience or participate in introductions and congratulations of speakers and award winners
- Logo recognition on Sheboygan Well County website homepage
- Logo recognition on all Sheboygan Well County marketing materials
- Table sponsor, with eight (8) tickets, for Sheboygan Well County events including the kick-off celebration, annual celebration and Sheboygan Well County designation celebration

Gold Sponsor - \$1,000 annually

- Logo recognition on sponsor page of Sheboygan Well County website
- Logo recognition on Sheboygan Well County marketing materials for the annual celebration
- Four (4) tickets for the annual celebration

Silver Sponsor - \$500 annually

- Name recognition on sponsor page of Sheboygan Well County website
- Logo recognition on Sheboygan Well County marketing materials for the annual celebration
- Two (2) tickets for the annual celebration

Bronze Sponsor - \$250 annually

- Name recognition on sponsor page of Sheboygan Well County website
- Name recognition on Sheboygan Well County marketing materials for the annual celebration
- Two (2) tickets for the annual celebration

Cash sponsors will be asked to make a three year commitment with the option to pay in full or make annual payments.

In-kind sponsorships will be sought out for specific activities such as providing space or food for events at no cost; website design and website hosting at no cost; the designing/printing of marketing materials at no cost. To receive sponsorship benefits for in-kind donations, the in-kind value must be double the cash value.

