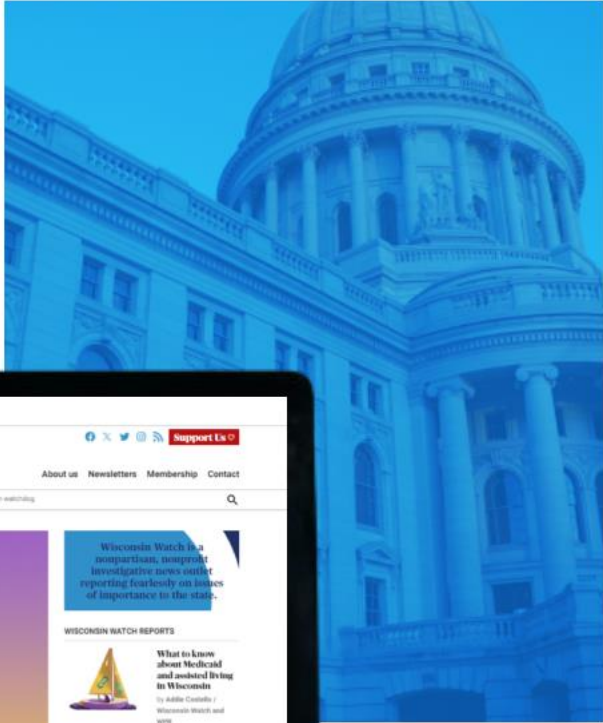


Partner with a Trusted Journalism Organization
to Amplify Reach & Generate Leads

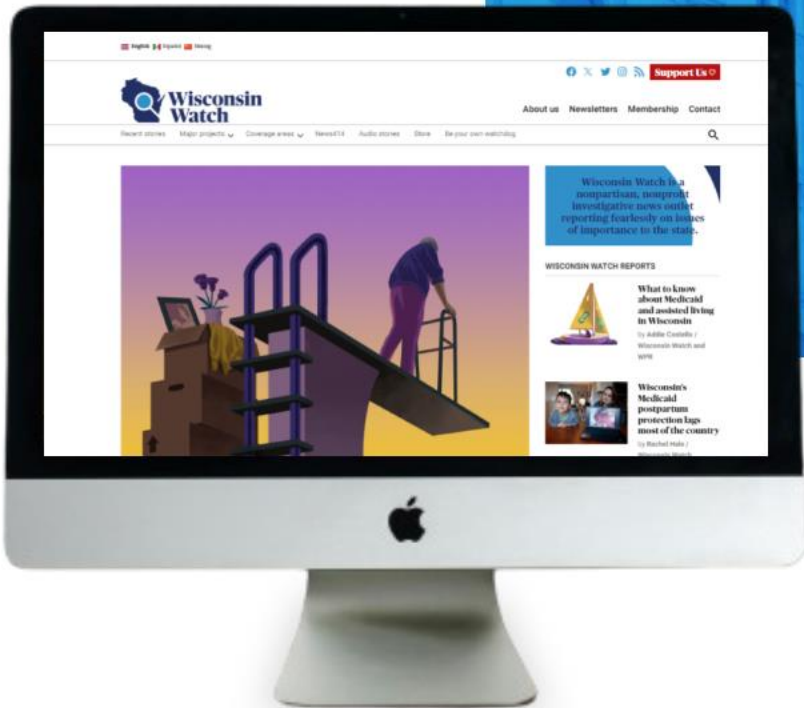


**Wisconsin
Watch**



About Us

WisconsinWatch.org, the state's largest non-profit Newsroom, specializes in investigative journalism, delivering vital stories that might otherwise be overlooked. Renowned for factual reporting and broad engagement, our platform provides a unique chance for All Energy Solar to connect with Wisconsin's community while supporting impactful journalism.



Unmasking truths, delivering unbiased journalism, informing engaged audience.

- Focus on in-depth investigative journalism
- Exposure of critical issues that might go unreported
- Providing high-quality, unbiased journalism:
- Upholding journalistic integrity
- Reaching a large and engaged audience:
- Strong presence in Wisconsin
- Extensive reach through website, social media, and media partnerships



The health of a democracy depends in no small part on the vitality of an independent press. Studies across the world continue to demonstrate that access to a robust news system, free from institutional censorship or influence, plays an essential role in effective democracy.”

*The Knight Foundation and Gallup,
American Views 2022: Part 1*

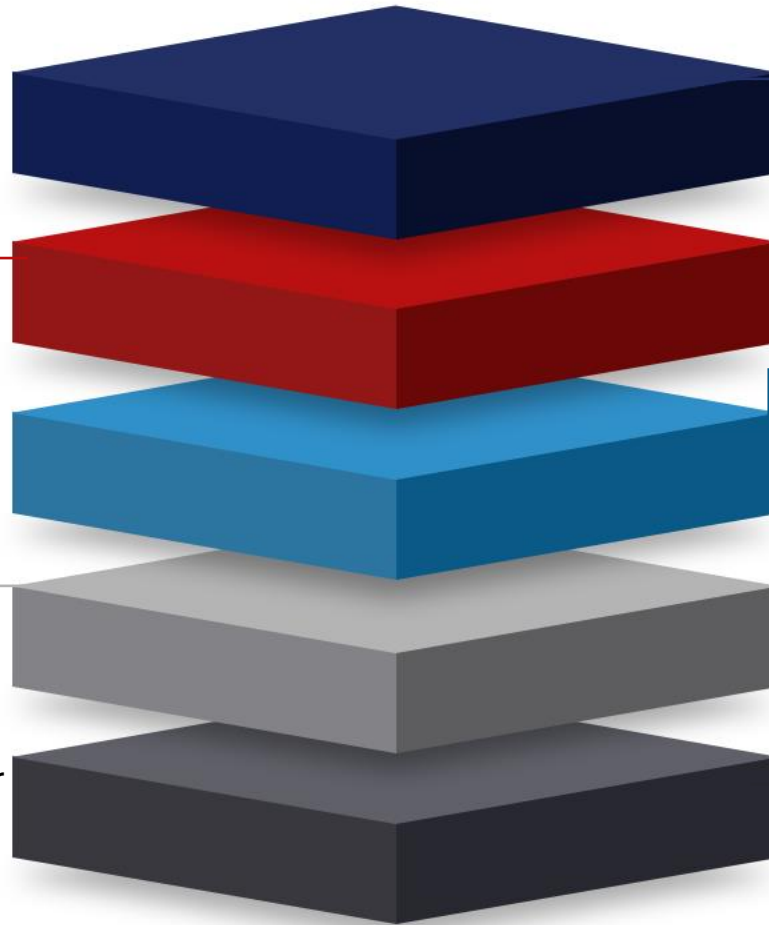
Deeper Dive, Greater Impact

Free Access to Content

WisconsinWatch.org, unlike some news organizations, offers free access to its rich, data-driven content.

Data-Driven Approach

Wisconsin Watch employs a robust, data-driven approach, presenting findings in a clear and accessible manner.



Public Service Commitment

WisconsinWatch.org is dedicated to public service, operating as a non-partisan, independent organization.

Focus on Investigative Journalism

Wisconsin Watch focuses on in-depth investigative journalism, holding power accountable and delivering impactful reporting.

Spark for Significant Change

WisconsinWatch.org's dedication to impactful reporting aims to spark significant change in the community and beyond.

Amplify Your Reach, Build Trust, Generate Qualified Leads

WisconsinWatch.org reaches a diverse, engaged audience across Wisconsin. Our readers are highly educated, with a mix of incomes and genders. They're deeply interested in current local events, investigative journalism, and social issues like change, justice, and the environment. We also provide comprehensive information on arts, culture, and statewide happenings.



Increased Brand Visibility

All Energy Solar can enhance its brand visibility and reach potential customers aligned with eco-friendly values.



Positive Image

As a sponsor of WisconsinWatch.org fosters a positive image within the community, reinforcing All Energy Solar's commitment to sustainability.



Builds Trust

The strategic partnership contributes to building trust and credibility for All Energy Solar.

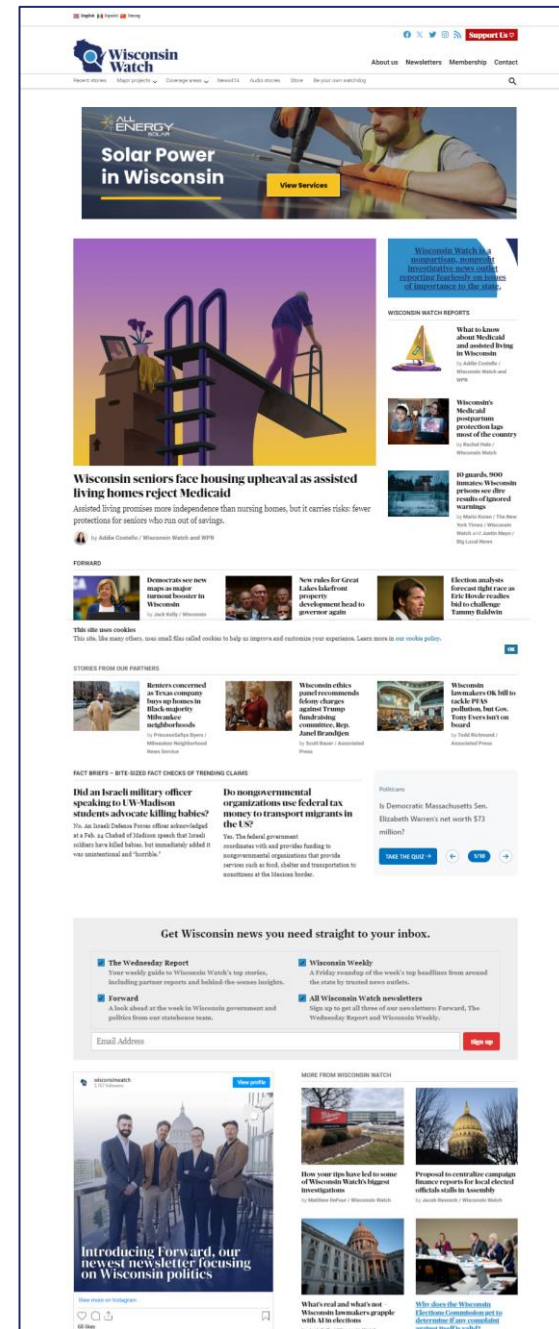
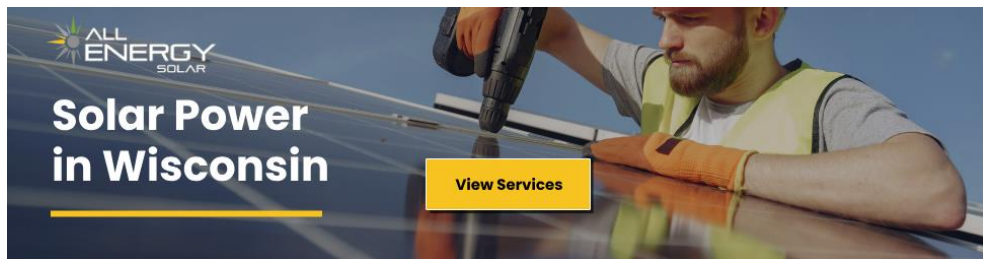


New Leads

By associating with WisconsinWatch.org, All Energy Solar may generate leads from individuals actively seeking eco-conscious solutions in Wisconsin.

Driving Visibility & Growth

WisconsinWatch.org attracts around 85,000 unique visitors and over 100,000 page views monthly. Our newsletters reach 21,000 subscribers, boasting an above-average industry open rate of 37%. Partnering with All Energy Solar means exposure to this engaged audience, maximizing visibility and impact for your brand.



WisconsinWatch.org Sponsorship Benefits for All Energy Solar

- **Engaged Demographic:** Reach educated, mixed-income audience.
- **Environmental Focus:** Connect with eco-conscious individuals.
- **Showcasing Expertise:** Highlight renewable energy solutions.
- **Brand Visibility:** Boost visibility in the community.
- **Trust Building:** Foster trust and positive image.
- **Value Alignment:** Align with community values.
- **Lead Generation:** Attract potential eco-conscious customers.
- **Reputation Enhancement:** Enhance local reputation.
- **Positive Impact:** Contribute to positive community impact.

Suggested Annual Sponsorship Package for All Energy Solar -

Main Sponsorship Days:
Mondays and Fridays

Ad Positions: 970x250 on the website,
600x200 in the newsletter

Weekly Newsletter Placement:
Renewable Energy Content

Projected Campaign Metrics:

Total Impressions:
11,000 (Website + Newsletter)

Click-Through Rate (CTR):
1% **Estimated Conversions:** $0.01 \times 11,000 = 110$

\$16,750 / yr.

Projected Return On Sponsorship Investment

Assuming an average solar panel installation cost of [\\$15,300](#), the potential revenue can be calculated by multiplying the estimated conversions (110) by the average cost:

Now, considering closing 10% of the estimated opportunities from interested residential parties –

Represents an estimated annual earnings, *assuming a 10% conversion rate*, **amount to \$168,300.**



"As a Wisconsin-based business in the recycled products industry, partnering with WisconsinWatch.org has been a game-changer. Their platform opened doors to new retail and larger chain opportunities and significantly elevated our brand awareness. Their commitment to investigative journalism aligns with our values, fostering trust and credibility and leading to meaningful business growth.

WisconsinWatch.org is more than a news source; it's a strategic partner for success."

Stacie Erickson,
Sun Solar Wisconsin

Elevate Your Brand to Eco-Conscious Consumers

Partner with WisconsinWatch.org and reach a passionate audience interested in renewable energy, sustainability, and community development.

Showcase your commitment to environmental responsibility, build trust, and **generate leads from potential customers actively seeking residential eco-conscious solutions in Wisconsin.**

WISCONSINWATCH.ORG

