



# *Sponsorship Proposal:*

# Immigration Learning Circles



February – November 2026

# About WALC

The Winnebago Area Literacy Council (WALC) is a 501(c)3 nonprofit organization that has been actively serving the community since 1989. WALC provides free adult literacy services to the community including English Language Learning, one-to-one tutoring, and job readiness support.

WALC's free learner-centered services include

- English Language Classes @ WALC's Learning Center
  - 3 Levels: Every English, Functional English, English Conversation Group
- Women & Children @ St. Andrew's Church
  - 3 ELL classes + free childcare
- Workplace Literacy @ Amcor Oshkosh North Plant
- Road to Work
  - One-on-one vocational services & job readiness support
- One-to-One Tutoring
  - ELL & ABE learners
- New Voices, New Faces
  - Summer English & arts program for refugee teens
- Paving Education Pathways
  - Collaboration with OASD to teach intervention based English to 18.5-21 year olds to ensure timely graduation

## Mission & Vision



The Winnebago Area Literacy Council strengthens communities by eliminating literacy barriers through learner-centered programs, advocacy, and career development support.

Through programming, community outreach and partnerships, the Winnebago Area Literacy Council ensures every person has the literacy skills needed to thrive.

## Values



**Respect:** Recognize the inherent dignity all individuals have

**Collaboration:** Communicate and work together to achieve shared goals

**Resilience:** Overcome barriers and stay true to our mission.

**Equal Access:** Accommodate people's varied perspectives by providing opportunities for equitable participation.

**Learning:** Incorporate new information to grow and adapt to changing experiences.

# About the Learning Circles

In February 2025, WALC launched a new community program called Immigration Learning Circles. These circles invite local and regional experts, scholars, and individuals with lived experiences to share diverse perspectives on immigration-related topics. Past sessions have featured discussions on settler colonialism, refugee oral literacy, the history of the U.S. Mexico Border, the U.S. immigration system, and the history of Mexicans in Wisconsin.

This initiative is part of WALC's ongoing commitment to broaden the public's understanding of literacy—expanding it beyond reading and writing to include civic and cultural literacy. By creating space for meaningful conversation, the program aims to build community awareness around immigration and refugee resettlement, in Oshkosh and in the Fox Valley region. As of September 2025, the circles have attracted approximately 120 new audience members to WALC, expanding the organization's community reach and impact.

## Event Highlights



Educate attendees on a variety of immigration related topics

Foster dialogue & understanding among community members

Broaden attendees understanding of what 'literacy' means

Spark community connections



# Marketing & Promotion

Our 2025 ILC Series was promoted through a multi-channel marketing strategy, with each of the ten sessions receiving its own dedicated promotion. The WALC team created a unique graphic for each Circle that was used in all promotion – see all of the 2025 flyers below. Across WALC’s social media platforms (Facebook, Instagram, and LinkedIn), monthly email newsletters, targeted outreach to community leaders, and flyers shared with local organizations and at local businesses, each event, and the series as a whole, maintained consistent, branded visibility.

In 2026, sponsor logos will be incorporated into these same materials, offering ongoing, repeated exposure across every marketing channel and each individual session.

## Key Results

February – October 2025



Average Marketing Touchpoints per Circle: **8**

Average Circle Attendance: **14**

Total of Circle Attendees: **126**

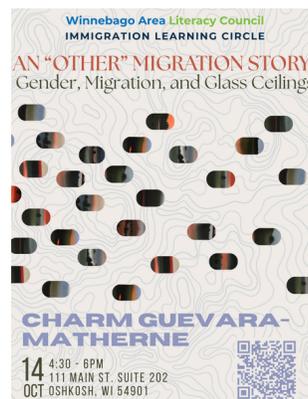
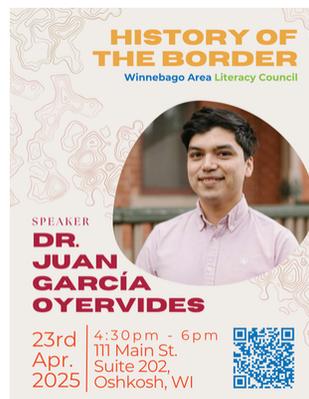
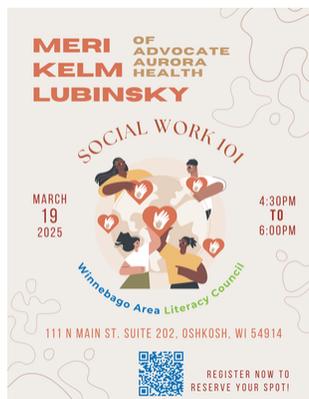
Unique Attendees: **88**

Average Social Media Reach: **308**

Average Social Media Engagement: **15**

Average Newsletter Reach: **183**

Average Other Email Reach: **67**



# 2026 Schedule



In 2026, the Immigration Learning Circles series will feature ten monthly sessions held from February through November. Each circle will take place on the third Tuesday, Wednesday, or Thursday of the month from 4:30–6:00 p.m. at the WALC Learning Center, located in downtown Oshkosh.

Speakers and topics are thoughtfully selected to reflect current issues, community interests, and opportunities for dialogue. Sessions highlight local and regional experts, scholars, and individuals with lived experiences who bring diverse perspectives on immigration-related topics.

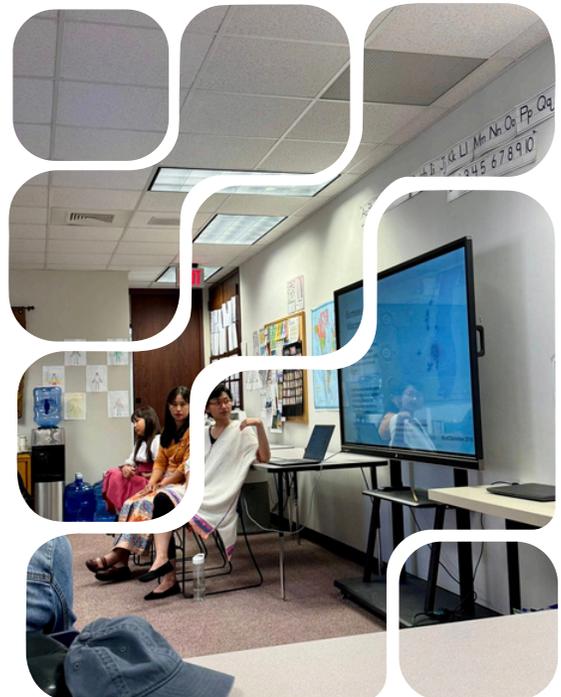
Speakers are scheduled 3–6 months in advance; as of November 1, 2025, sessions for February through May 2026 are confirmed. See more information on February's session below.

## Navigating Global Admissions: The International Student Journey to UW–Oshkosh

FEB  
18

**Raiden Montero, UWO International Admissions & Recruitment Coordinator**

Learn more about the journey international students take to UWO as F-1 visa holders—from navigating complex application and visa procedures to the barriers that can make the process challenging. This talk highlights efforts to make international admissions more accessible and examines how global politics continue to impact students' experiences.



111 N Main St Suite 202 Oshkosh WI 54901

# Sponsorship Packages



## Single Circle

\$300

*Sponsor a single, or few, Immigration Learning Circles*



Logo placement on promotional materials for Circle

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Verbal recognition at the sponsored Circle

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Inclusion in one social media post & email mention

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Sponsor-branded giveaways and contests.

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## Entire Series

\$3,000

*Sponsor the entire 2026 10 part Immigration Learning Circle series*



Logo placement on all promotional materials

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Verbal recognition at each Circle

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Exclusive series sponsorship & presenting name

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Dedicated social media post, newsletter announcement, and website feature

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# Thank You



## Contact



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