

2021-2022

WWCMA SPONSORSHIP OPPORTUNITIES



Become a WWCMA Sponsor

The premier community for thought leadership in well-being and the only organization dedicated to worksite wellness in Massachusetts.

- A customized sponsorship approach that aligns with your business objectives.
- Unique ways to highlight your brand with our wellness community.
- Displays your commitment to wellness and provides a way to connect with passionate well-being professionals.

MORE GOOD TOGETHER!

WWCMA and the National Wellness Institute (NWI) have joined forces to help meet the growing need for access to wellness programs and services in the workplace and in the community. The partnership enables WWCMA to provide its members with even greater value, including access to exceptional wellness resources from NWI, a global wellness leader in professional development and engagement opportunities that drive multidimensional, multicultural, and high-level wellness strategies.

DUAL MEMBERSHIP BENEFITS*

Annual Sponsors receive dual membership with NWI at no additional cost for the term of the WWCMA membership agreement. This includes full benefits of NWI membership!

View the Membership Benefits sections of this brochure for more details.

**Effective September 2021.*



NATIONAL
WELLNESS
INSTITUTE

Annual Sponsor Levels

Annual Sponsor Benefits	Bronze	Silver	Gold
PRICING			
One-year commitment	\$2,500	\$5,000	\$10,000
Two-year commitment – 15% savings!	\$4,250	\$8,500	\$17,000
BRAND PROMOTION			
Sponsor page on WWCMA website	✓	✓	✓
Logo and Sponsor level displayed on WWCMA home page with links to Sponsor webpage	✓	✓	✓
Logo and Sponsor level displayed on all marketing materials	✓	✓	✓
Dedicated Sponsor promoted LinkedIn post per year		1	2
Dedicated Sponsor promoted email per year			2

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Annual Sponsor Levels

Annual Sponsor Benefits	Bronze	Silver	Gold
EDUCATIONAL PROGRAMS AND EVENTS			
Sponsor recognition during event introduction	✓	✓	✓
Logo and Sponsor level displayed at registration	✓	✓	✓
Special event discounts for Sponsor clients	✓	✓	✓
Sponsor introduces speaker at one event per year			✓
ANNUAL CONFERENCE			
Branded promo code for \$50 off attendee ticket for Sponsor guests	✓	✓	✓
Complimentary attendee tickets	1	4	8
Exhibitor Booth		✓	✓
Conference website – logo and Sponsor level	✓	✓	✓
Keynote sponsorship discount			25%

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Annual Sponsor Levels

Annual Sponsor Benefits	Bronze	Silver	Gold
WWCMA MEMBERSHIP BENEFITS			
All educational programs and networking events are FREE to members	✓	✓	✓
Accessible resources and event presentations via the member-only portal	✓	✓	✓
Local community contacts for business and career opportunities	✓	✓	✓
Volunteer opportunities at all levels to make connections and develop core skills	✓	✓	✓
Savings on Annual Conference registration	✓	✓	✓
Corporate members seats and/or gifted individual seats for Sponsor clients	10	12	15
NWI MEMBERSHIP BENEFITS			
Dual Membership in NWI at no additional cost for the term of the WWCMA membership agreement	✓	✓	✓
Membership Discounts on available NWI programming and events	✓	✓	✓
Membership Benefits Package offered to all NWI members	✓	✓	✓
Access to NWI's LinkedWELL online community, including a private WWCMA Group within LinkedWELL	✓	✓	✓

Event Sponsor Levels

Event Sponsor Benefits	Single Event	Webinar (4 per year)
PRICING		
Single event or webinar	\$950/event	\$4,500/year
BRAND PROMOTION		
Sponsor page on WWCMA website		✓
Logo and sponsor level displayed on WWCMA home page with links to Sponsor webpage		✓
Logo and sponsor level displayed on all marketing materials		✓
EDUCATIONAL PROGRAMS AND EVENTS		
Logo displayed on sponsored event(s) page and marketing materials	✓	✓
Sponsor recognition during sponsored event(s) introduction	✓	✓
Branded promo code for 100% off event attendee ticket on sponsored event(s)	✓	✓
Event flyer for sponsored event(s) with branded promo code	✓	✓
Logo and sponsor level displayed at all WWCMA event registrations		✓
Private branded webpage with sponsored event(s) materials		✓
ANNUAL CONFERENCE		
Branded promo code for \$50 off attendee ticket for Sponsor guests		✓
Complimentary attendee tickets		1

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Event Sponsor Levels

Event Sponsor Benefits	Single Event	Webinar (4 per year)
WWCMA MEMBERSHIP BENEFITS		
All educational programs and networking events are FREE to members		✓
Accessible resources and event presentations via the member-only portal		✓
Local community contacts for business and career opportunities		✓
Volunteer opportunities at all levels to make connections and develop core skills		✓
Savings on Annual Conference registration		✓
NWI MEMBERSHIP BENEFITS		
Dual Membership in NWI at no additional cost for the term of the WWCMA membership agreement		✓
Membership Discounts on available NWI programming and events		✓
Membership Benefits Package offered to all NWI members		✓
Access to NWI's LinkedWELL online community, including a private WWCMA Group within LinkedWELL		✓

CONTACT US AT BOARDCHAIR@WWCMA.ORG

An aerial, top-down view of a busy conference floor. The floor is made of large, light-colored square tiles. Numerous people in professional business attire are scattered across the space, engaged in conversations or looking at documents. Some are holding briefcases or folders. The overall atmosphere is one of a high-energy, professional event.

WWCMA ANNUAL CONFERENCE SPRING 2022

Details Coming Soon!

WWCMA At-a-Glance



350+ Active Members,
40% Employers



4,400+ People
on Distribution List



1,800+ LinkedIn
Followers



Top Industries:
Business & Financial
Services; Healthcare



12+ Webinars
& Events per Year



400+ Attendees at
Annual Conference

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