

2023

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.



WWCMA 2023

Annual Sponsor Levels

Annual Sponsor Benefits	Bronze	Silver	Gold
PRICING			
Annual Sponsorship	\$2,500	\$5,000	\$10,000
BRAND PROMOTION			
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
Newsletter Feature Sponsor (logo and 1 paragraph description)	1	1	1
Dedicated Sponsor promoted email per year		1	1

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Annual Sponsor Levels

Annual Sponsor Benefits	Bronze	Silver	Gold
EVENTS			
Includes one Event Sponsorship			✓
Sponsor recognition during event introduction	✓	✓	✓
Special event discounts for Sponsor clients	✓	✓	✓
WWCMA MEMBERSHIP BENEFITS			
Member pricing for all WWCMA events	✓	✓	✓
Accessible resources and event presentations via the member-only portal	✓	✓	✓
Corporate members seats	10	12	15
Gifted annual memberships (for employer clients)	2	5	10
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	✓	✓	✓
Access to NWI's LinkedWELL online community	✓	✓	✓

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Event Sponsor Levels

Event Sponsor Benefits	Single Event
PRICING	
Single event	\$2500
BRAND PROMOTION	
Host event at office location (or venue of your choice) <i>Space must hold 50 people and refreshments provided</i>	✓
Speaker / Facilitator for event	✓
Logo displayed on WWCMA event page with links to Sponsor webpage	✓
Logo displayed on all event marketing materials	✓
Event Sponsor recognition during sponsored event(s) introduction	✓
Branded promo code for 100% off event attendee ticket on sponsored event(s)	✓

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WWCMA At-a-Glance



350+ Active Members,
40% Employers



4,000+ People
on Distribution List



8+ Events
per Year



Top Industries: Business
& Financial Services;
Healthcare