

worksite wellness
council
of massachusetts



2026 SPONSORSHIP GUIDE



**EMPOWERING WORKPLACES TO
ELEVATE EMPLOYEE WELLNESS**



wwcma.org

2026

ABOUT WWCMA



WWCMA is a community of wellbeing practitioners, employers, and service providers dedicated to improving lives. We provide a platform for sharing knowledge, resources, and best practices, enabling organizations to prioritize the wellbeing of their workforce.



VISION

We envision a vibrant community that embraces and fosters workforce wellbeing. Our vision is of a future where every member of the WWCMA community feels empowered to engage in impactful initiatives that can transform organizational culture and advance holistic wellbeing.



MISSION

Through meaningful partnerships and inclusive dialogue, our mission is to foster collaboration within the WWCMA community, promoting evidence-based knowledge and resource sharing among individuals and organizations who share our vision of endorsing workforce wellbeing.



PURPOSE

The WWCMA is driven by our purpose to promote the holistic wellbeing of every individual. Our aim is to create a lasting impact that extends beyond the workplace, enriching the lives of community members and contributing to the overall health and resilience of our society.

OUR REACH

WWCMA is the premier worksite wellness community bringing Northeast HR and benefits leaders together. Our reach extends throughout the Northeast and includes national employers, as members advance best practices, share thought leadership, and foster meaningful connections.



100+
business
professionals



3k+
emails on
distribution list



60+
employer
members



10+
states
represented

SPONSORSHIP TYPES

We provide two sponsorship options: annual or event. Annual sponsors reap the most benefits, while event sponsorship offers an a la carte approach to reaching our community.



ANNUAL SPONSOR

Choose from three packages: Gold, Silver, or Bronze



WORKWELL AWARDS SPONSOR

Our signature event is dedicated to honoring organizations that champion employee health and wellbeing.



IN-PERSON OR VIRTUAL EVENT SPONSOR

Choose the event that best aligns with your values in the space of your choice with a networking component

ANNUAL SPONSOR BENEFITS

	BRONZE \$4,000	SILVER \$7,000	GOLD \$10,000
Logo and sponsor level displayed on home page with links to Sponsor webpage	✓	✓	✓
Logo and sponsor level displayed on all marketing materials	✓	✓	✓
Recognition during introduction of all WWCMA events	✓	✓	✓
Accessible resources and event presentations via the member-only portal	✓	✓	✓
Opportunity to introduce a speaker or award category at WorkWell MA Awards event	-	-	✓
Newsletter feature sponsor (logo and 1 paragraph description)	1	2	4
Discount code for WWCMA event tickets (can be shared with clients & followers)	-	✓	✓
Quarterly event sponsor (in-person and/or virtual)	-	1	2
Dedicated LinkedIn post	1	2	4
Feature in monthly newsletter (logo and 1 paragraph description provided by sponsoring company)	1	1	2
Included membership seats	2	4	10
Event registration contact information (email & phone)	✓	✓	✓

QUARTERLY EVENT SPONSOR BENEFITS

	VIRTUAL \$1,500	IN-PERSON \$3,000
Recognition on WWCMA event page (Logo, 1 paragraph description, and 1 backlink provided by sponsor)	✓	✓
Recognition on event-related social posts & email distributions (Logo, 1 paragraph description, and 1 backlink provided by sponsor)	✓	✓
Opportunity to select speaker or facilitator for event (with final approval by WWCMA Board of Directors)	✓	✓
Included tickets to sponsored event	3	5
Recognition during sponsored event introduction	✓	✓
Event registration contact information (email and phone)	✓	✓

2026 Program Plan



SET THE STAGE

The State of Health Care

Affordability and Services. Hosted by BCBS of MA.

Q1

Webinar
In-Person
Follow-up Webinar



WORKFORCE CULTURE

Purpose & Performance

Creating synergistic organizations that thrive on joy, connection, and purpose.

Q2

In-Person
Follow-up Webinar



LIFESTYLE PILLARS

Hormonal Health & Balance

Transforming and balancing men's & women's hormonal health for total body well-being.

Q3

In-Person
Follow-up Webinar



MENTAL HEALTH

Current Concepts & Driving Forces

Tying it all together - Stories from members, providers and more!

Q4

Awards Celebration
Webinar



WORKWELL MA AWARDS SYMPOSIUM

2026 EXHIBITOR AND SPONSOR OPPORTUNITIES

November 9, 2026 | 12pm - 5pm | Four Points Sheraton, Norwood, MA

This annual signature event celebrates companies committed to fostering comprehensive wellness in the workforce. The 2026 Awards Symposium marks the 11th anniversary of the WorkWell MA Awards and will feature a content session, networking, awards ceremony and cocktail hour.

2025 KEY METRICS

65

COMPANIES
REPRESENTED

125

INDIVIDUALS IN
ATTENDANCE

50%

DIRECTOR-LEVEL
OR HIGHER

SPONSOR

Cocktail Hour | \$2,500

Lunch | \$2,500

Photobooth | \$2,000

Introductions | \$2,500

(Introduce an award winning category: up to 2 minutes. Limited to 4 spots)

Sponsor Benefits

Social Media Recognition that highlights your name as a valued partner.

Your logo prominently displayed on-site, along with a formal acknowledgment.

EXHIBITOR

6' Table Space | \$2,000

20 available

Exhibitor Benefits



Logo displayed on WWCMA site with one backlink



Public thanks during the event welcome



One complimentary event ticket



Contact information for Event Registration (Email & Phone)



WWCMA PROGRAMS AND EVENTS

WWCMA strives to provide best-in-class learning programs that includes webinars and face-to-face events. Part of being a member and volunteer of WWCMA is participating in our networking events where you can collaborate with like-minded worksite wellness professionals.

EDUCATIONAL PROGRAM

WWCMA offers four in-person events and four webinars covering targeted strategies that strengthen people, performance, and organizational success.

NETWORKING EVENTS

WWCMA connects wellness leaders, HR professionals, and industry experts to share best practices and build meaningful relationships. Our networking events foster collaboration and inspire innovation.

ROUNDTABLE FORUMS

WWCMA facilitates open dialogue among thought leaders and practitioners in workplace wellness.

Ready to make an impact? Join us in advancing workplace wellness. For sponsorship opportunities and ways your organization can partner with WWCMA, please contact Travis Horne at thorne@wwcma.org or sponsorship@wwcma.org.