



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.

ANNUAL SPONSOR LEVELS

Benefits	Bronze	Silver	Gold
BRAND PROMOTION			
Sponsor page on WWCMA website with custom capabilities	✓	✓	✓
Logo and Sponsor level displayed on WWCMA home page	✓	✓	✓
Logo and Sponsor level displayed on all marketing materials	✓	✓	✓
Company link on WWCMA COVID-19 Resources page	✓	✓	✓
Dedicated Sponsor promoted LinkedIn post per year		1	2
Dedicated Sponsor promoted email per year			2



ANNUAL SPONSOR LEVELS

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	✓	✓	✓
Corporate members seats and/or gifted individual seats for Sponsor clients	10	12	15
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 Showcase		✓	✓
Conference website – logo and Sponsor level	✓	✓	✓
Keynote or award sponsorship discount			25%
PRICING			
One-year commitment	\$2,500	\$5,000	\$10,000
Two-year commitment – 15% savings!	\$4,250	\$8,500	\$17,000



LIMITED SPONSOR LEVELS

Benefits	Single Event	Webinar (4 per year)
BRAND PROMOTION		
Sponsor page on WWCMA website with custom capabilities		✓
Logo and sponsor level displayed on WWCMA home page		✓
Logo and sponsor level displayed on all marketing materials		✓
Company link on WWCMA COVID-19 Resources page		✓
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
PRICING		
Single event or webinar	\$950/event	\$4,500/year



ANNUAL CONFERENCE 2021:
IMPACT

Brand Promotion & Benefits	IMPACT Sponsor	Banner	Happy Hour	Breakout Sessions	Workshop Sponsor	Keynote
AVAILABLE PACKAGES	3	1	4	4	4	3
Complimentary registrations	1	1	2	2	2	4
Conference website - logo and Sponsor level displayed	✓	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	✓	✓
Marketing materials – logo and Sponsor level displayed	✓	✓	✓	✓	✓	✓
Promo code for \$50 off attendee registration for sponsor guests	✓	✓	✓	✓	✓	✓
Virtual Sponsor Showcase			✓	✓	✓	✓
Attendees self-schedule meetings with sponsors and share contact information				✓	✓	✓
Session intro – 30-second, pre-recorded intro/overview given by Sponsor				✓	✓	✓
Recognition throughout event	✓	✓	✓	✓	✓	✓
Attendee list provided post-conference (excludes email addresses)		✓	✓	✓	✓	✓
Attendee list buy-up \$500	✓					
PRICING	\$500	\$2,500	\$3,000	\$3,000	\$3,000	\$5,000



Why WWCMA?



350+ Active Members,
40% Employers



4,200+ People
on Distribution List



1,500+ LinkedIn
Followers



Top Industries:
Business & Financial
Services; Healthcare



10+ Events
per Year



400+ Attendees at
Annual Conference