

2020

SUMMIT

DEVELOPING WELLNESS
MINDSET & COMPETENCIES
AT WORK

Race
Relations
Mindset
Roundtable

Nov 10th

Neuroscience
of Mental
Health

Nov 11th

Revamping
Wellness
at
Work

Nov 12th

Self-care,
Leadership
and
Resilience

Nov 13th

SPONSORSHIP QUICK FACTS

- ✓ Sponsors benefit from 6 months pre and post summit multimedia marketing to connect their brand to the rapidly growing \$4.2 trillion wellness market.
- ✓ Our sponsors gain credibility by aligning with Interpersonal Wellness Services Inc. and its strong reputation, known for offering high quality wellness programs for over 25 years.
- ✓ Sponsors can build faster brand loyalty and marketing results from the more than 35 summit speakers.
- ✓ Gain exposure to a combined 2 million plus contacts of the summit speakers, promotional partners, and affiliates.
- ✓ The summit attracts an audience already committed to their wellness who are willing to engage with sponsors who support wellness at work.
- ✓ Connect your brand to the most compelling social issues of our time and boost customer loyalty.
- ✓ Gain Joyce Odidison as a spoke person for your brand

SHOWCASE YOUR BRAND



BECOME A SPONSOR TODAY!



GLOBAL WORKPLACE
Wellness Summit

ULTIMATE PRO SPONSOR MARKETING PLAN

Measurable Engagement

- › The Global Workplace Wellness Summit will promote engagement, by creating customized campaigns, and offers on-site opportunities at its live and virtual events
- › Reach your market: Access the \$1.7 trillion market of corporate professional leaders and the \$6 trillion market of entrepreneurs
- › Showcase your brand as a supporter of wellness at work and the global economic recovery
- › Gain exposure and goodwill within the corporate wellness industry
- › Connect with the summit national and international speakers and attendees
- › Increase your social media engagements from professionals in the health and wellness field.
- › Gain six months of marketing via the Global Workplace Wellness Forum campaigns

Multimedia Campaign

- › Multimedia campaign includes television, radio, strategic alliances, videos, and blogs
- › Online marketing campaign through a variety of media outlets
- › Social media presence on Facebook, Twitter, Instagram, LinkedIn, YouTube, and other platforms
- › Email marketing and follow-up
- › Blogs and podcasts
- › Press releases and articles
- › Newspaper and magazine promotions

Media and Extended Reach

- › Video marketing campaign
- › What's Happening at Work Podcast
- › Ongoing Workplace Wellness Forum

CHARITABLE PARTNER: UNITED WAY



United Way is on a mission to live United by bringing caring people together to solve our community's toughest challenges.