

WELCOA[★]

2021 PREMIER PROVIDER NETWORK

Packages & Deliverables





Join the Premier Provider Network (PPN)

WHO IS WELCOA?

WELCOA (The Wellness Council of America) is the nation's most-respected resources for building high-performing, healthy workplaces. Throughout its 30+ year history, WELCOA has perfected its patented Well Workplace protocol which is the key to developing, delivering, and sustaining a healthy corporate culture. Today, thousands of workplace wellness practitioners, human resources professionals, business leaders and consultants rely on WELCOA for tools, trainings and its Premier Provider Network (PPN) partners to move their wellness programs forward.

THE VISION

Serve business leaders, workplace wellness practitioners, public health professionals and consultants of all kinds.

THE MISSION

Transforming organizations into high-performing cultures by improving the health and well-being of their employees.

FAST FACTS

- » WELCOA has the largest network of health promotion professionals in the world made up of approximately 4,000 Member organizations, 30,000+ subscribers and followers, and millions of employees around the globe.
- » More than 1,000 organizations have achieved WELCOA's Bronze, Silver, Gold, Platinum or Small Business Well Workplace Award.
- » WELCOA certifies more than 1,000 health promotion professionals in all 50 states and 5 countries.

1987

WELCOA
CHARTERED

30+

YEARS AS WELLNESS
AUTHORITY

4,000

MEMBERS

+13MM

EMPLOYEES
IMPACTED

OMAHA

HEADQUARTERS

THE OPPORTUNITY

When it comes to the wellness market, WELCOA has the widest reach and is one of the most trusted organizations in the industry. Your message will be distributed across an integrated series of marketing activities for the entire year through the WELCOA Premier Provider Network (PPN) base package and additional add-on opportunities. By providing a cost-effective way to promote your products and services to health and wellness buyers, the Premier Provider Network (PPN) is your ticket to increased visibility and engagement with WELCOA Members in 2021.

PPN BASE PACKAGE

\$6,000

Align your brand with WELCOA and reach the right wellness decision makers, at the right time.



Custom Vendor Profile

More than 730 wellness professionals visit WELCOA.org daily looking for resources and support for their wellness initiatives. Browseable by industry and services offered, your [Vendor Profile](#) can include products, services, demos, video and testimonial content along with direct contact information.



Use of Official Premier Provider Seal

This seal is the symbol of credibility and trustworthiness across the WELCOA market. This badge may be used online (websites, newsletters, email signatures, etc.) and on print materials (business cards, stationary, direct mail pieces, flyers, and other business documents) to communicate your organization's affiliation.

New!



Use of social media partnership image

We'll provide you with a promotional image announcing your partnership as a Member of the Premier Provider Network. Share on your social media channels or include it in various digital communication channels to share the exciting news with your network.

New!



(1) Social media post announcing Membership in PPN on all WELCOA channels

On the same day that your vendor profile goes live on the PPN directory, WELCOA will post an announcement of your new Membership to the Premier Provider Network. Content will include a direct link to your vendor profile. WELCOA's social channels include LinkedIn, Facebook, Instagram and Twitter.



(1) Email marketing ad in Well-Informed eNewsletter

LIST SIZE: Approx. 30,000 wellness professionals and WELCOA Members

Our weekly eNewsletter, Well-Informed, features the newest resources, upcoming events and certification opportunities to keep our subscribers up-to-date on the latest trends and industry news in worksite wellness. Your interactive ad has prime placement in the 2nd lead spot.

New!



(1) Social media post promoting vendor same week as Well-Informed ad runs

On the same day that your Well-Informed ad runs, WELCOA will post a corresponding message highlighting your company and promoted content to match the ad. Content will also include a direct link to your vendor profile. WELCOA's social channels include LinkedIn, Facebook, Instagram and Twitter.



2-page vendor spread in Buyer's Guide (NEW DIGITAL, INTERACTIVE FORMAT)

The Buyer's Guide features a catalogue of vendors we recommend to our Members when looking for a wellness partner. Providers can distribute the guide to their network as well, highlighting their ad.

Download the 2020 Buyer's Guide [here](#).

PPN BASE PACKAGE

(CONTINUED)

New!



Company logo and recognition on PPN promotional slide during WELCOA's New Member Orientation

FREQUENCY: Monthly live webcast | REGISTRANTS: 50-100 Members per webcast

Each month we welcome all new WELCOA Members with a live orientation covering all benefits and services of Membership. When the PPN is covered your logo will proudly be displayed and highlighted as a new partner of this year's network.

New!



Company logo and recognition on PPN promotional slide during The WELCOA Pulse live webcasts

FREQUENCY: 1-2 live webcasts per month | REGISTRANTS: Avg. 300 people per episode

Each month WELCOA hosts a live webcast with subject matter experts on a timely topic. These highly successful virtual events are open to the public with the recording housed on WELCOA.org. The PPN is covered during the opening remarks where your logo will proudly be displayed and highlighted as a new Member of this year's network.

New!



Event Sponsorship: WELCOA Connect Inner Circle - Opportunity to include one (1) giveaway/demo for all virtual receptions

FREQUENCY: Approx. 6 classes per year | REGISTRANTS: Approx. 100 people per class

WELCOA Connect Inner Circles are 6-week virtual classes connecting attendees with industry experts on a specific topic. These interactive classes include hands-on learning with our most engaged Members. Digital swag bags are given out during virtual receptions where you can include your latest resource, demo or most innovative product as a gift!

CONTENT OPPORTUNITIES



Prime ad space on WELCOA.org + sponsored social media post: **\$2,500**

VISIBILITY: 6,000 views per month

Your logo will be listed as the presenting sponsor and your banner ad will be featured on the [Health Observances](#) page for one full month. You will also receive one social media post promoting your sponsorship of the upcoming Health Observances. WELCOA's social channels include LinkedIn, Facebook, Instagram and Twitter.



High-Visibility (High-Vis) Email: **\$7,000**

LIST SIZE: Approx. 30,000 health promotion professionals and WELCOA Members

A fully designed HTML email push to our full subscriber list specializing in the worksite wellness space. Ability to include multiple content components including copy, images, videos, call-to-actions and direct contact information.



Content Provider: **\$5,000**

With this opportunity, be seen as a thought leader by sharing your expertise with a case study, expert interview or subject matter expert 15-minute video by providing sponsored content that will appear in the [WELCOA resource library](#). Content may also be pushed to the WELCOA community through our Well-Informed eNewsletter and social media channels including LinkedIn, Facebook, Instagram and Twitter.

BUY-UP OPPORTUNITY: Enhance the piece to a sponsored co-branded resource



Sponsored co-branded resource: **Starting at \$10,000**

Collaborate with WELCOA and potential industry experts to create a co-branded resource. Finished deliverables are published in the [WELCOA resource library](#) and publicly promoted to our community of 30,000 through our Well-Informed eNewsletter, social media channels and cited in WELCOA trainings and presentations. Examples may include but are not limited to white paper, infographic, podcast, eBook. Prices vary based upon deliverable.



Custom project with WELCOA community: **Starting at \$30,000**

These strategic projects are mutually decided upon by both WELCOA and the vendor. Receive access to segmented populations of the WELCOA community and our highest engaged Members. Finished deliverables are published in the [WELCOA resource library](#) and publicly promoted to our community of 30,000 through our Well-Informed eNewsletter, social media channels and cited in WELCOA trainings and presentations. Examples may include but are not limited to segmented surveys with a webinar for presentation of results, focus groups with engaged WELCOA Members, decision maker round tables, virtual events, speaking engagements, multi-touch digital communication packages. Prices vary based upon deliverable.

VIRTUAL & IN-PERSON EVENT OPPORTUNITIES



30-minute recorded webinar + dedicated registration email to entire list: **\$9,900**

LIST SIZE: Approx. 30,000 health promotion professionals and WELCOA Members

RECEIVE ATTENDEE LIST: Avg. 220 people

Position your unique message by delivering an informative presentation to a captive audience. Your pre-recorded, 30-minute webinar can showcase your expertise while generating leads. WELCOA will provide webinar support, setup and moderation. Receive webinar attendee list and evaluation results from attendees. Webinar is recorded and publicly housed on WELCOA.org.

Buy-Up Opportunity: Purchase entire webinar registration list. Avg. 450 people.



40-minute live webinar + dedicated registration email to entire list: **\$15,900**

LIST SIZE: Approx. 30,000 health promotion professionals and WELCOA Members

RECEIVE REGISTRATION LIST: Avg. 450 people

Enhance your unique message by delivering an informative presentation live to a captive audience. Your 40-minute webinar includes 10 minutes of Q&A facilitated by a WELCOA representative. WELCOA will also provide webinar support, setup and moderation. Receive the entire registration and evaluation results from attendees. Webinar is recorded and publicly housed on WELCOA.org.



One sponsored episode of "The WELCOA Pulse" live webcast: **\$3,000**

Be part of the buzz by sponsoring one (1) 60-minute webcast. The WELCOA Pulse is hosted by a WELCOA team member and invites a subject matter expert to dive into a timely topic and the impact it's having on our wellness community. Sponsorship includes company logo on all promotional materials, recognition at the beginning and end of the webcast along with the ability to offer a resource/demo to attendees for lead generation. Webinar is recorded and publicly housed on WELCOA.org.



2021 WELCOA Connect Sponsor Discount: **10% off any sponsorship**

New in fall of 2020, WELCOA Connect offers exclusive networking and interactive learning opportunities to the WELCOA community. Be seen as an innovative leader as this program is a first in the worksite wellness space. As a sponsor, you have the opportunity to be part of the various classes, offer product demos to attendees and collect leads. See PPN tier packages as certain sponsorship levels are included.



2021 WELCOA Summit Sponsor Discount: **10% off packages**

Our Premier Providers will enjoy an even greater discount and more exposure as a VIP at the annual WELCOA Summit. Receive a 10% discounted rate on any WELCOA Summit package. See PPN tier packages on ways to receive up to 25% off WELCOA Summit sponsorships.

**FOR MORE INFORMATION ON
WELCOA'S PREMIER PROVIDER NETWORK**

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WELCOA★
WELLNESS WORKS HERE
welcoa.org

