

# Annual Sponsorship Benefits



Designed specifically for start-ups that want to make a difference.

## Your marketing dollars at work.

	presenting \$25,000	exemplary \$20,000	platinum \$15,000	gold \$10,000	silver \$5,000	bronze \$2,500	friend \$1,000
<b>EXCLUSIVE OPPORTUNITIES!</b> Presenting sponsors, each aligned with a step in the WWYW Healthy Living System™, will be in the spotlight with WWYW promotional opportunities, including WWYW-sponsored events and educational classes. Your business and its brand will be part of a <b>dedicated promotional slide</b> for Presenting Sponsors that is included in all of our course presentations, as well as a <b>promotional video at all WWYW-sponsored events</b> (as produced and provided by sponsors and agreed to by WWYW).	○						
<b>Consumer Media Exposure:</b> 73% of global consumers consider <b>wellness as an essential element of a brand's strategy</b> and core mission. With the increasing significance of wellness, the opportunity to participate as an episode sponsor for WWYW's Healthy Home   Take Control podcast gives your business an advantage with consumers, 67% of whom want more wellness options for all their needs.	○	○					
<b>Your Logo Placement and Sponsorship Recognition:</b> Your organization will be recognized in a variety of marketing materials, including logo/name placement and web link on WWYW website; logo/name placement on sponsor page in materials at all educational seminars and summits conducted by WWYW; placement in the WWYW Workbook, with prominence based on sponsorship level. From national magazines to international trade shows and conferences, your brand will be spotlighted where it matters most.	Workbook: Inside Front Cover	Workbook: First Page	Workbook: Back Cover	Workbook: Inside Back Cover	Workbook: Last Page	Workbook: Last Page	Workbook: Friend List
<b>Networking:</b> Access to WWYW directory of interested professionals for networking, as well as networking opportunities at trade association and other industry gatherings. Bonus distribution will include both ASID and NAHB membership outreach.	○	○	○	○			
<b>Additional Promotional Opportunities:</b> Be among the first to hear about additional promotional opportunities at industry conferences, keynote speaking engagements, cocktail receptions, pilot homes, idea homes and show houses benefiting local and national philanthropic organizations.	○	○	○	○			
<b>Complimentary WWYW Courses and Test Certifications:</b> Fee waivers to take WWYW's 4-Course Series and certification tests, each a \$595 value with the WWYW Health and Wellness Toolbox.	Up to 25 attendees	Up to 20 attendees	Up to 10 attendees	Up to five attendees	Up to two attendees	One attendee	
<b>WWYW Sponsorship Logo for Organizational Use:</b> Use of WWYW logo on sponsor's website and marketing materials, as per the guidelines in WWYW sponsorship agreement.	Sponsor logo on WWYW homepage	○	○	○	○	○	
<b>Newsletter Feature:</b> Receive recognition for your sponsorship level in the WWYW e-newsletter, with circulation to the consumer and trade channel's most noted influencers.	○	○	○	○	○	○	
<b>Press Release:</b> A press release promoting your sponsorship, as approved by WWYW, in addition to a WWYW press release that will be pitched for editorial opportunities throughout the year.	○	○	○	○	○	○	
<b>WWYW Promotional Materials:</b> Copies of WWYW promotional materials, upon request.	○	○	○	○	○	○	○

## COURSE SCHOLARSHIP FUND

A portion of your sponsorship dollars helps support a WWYW course scholarship fund for students pursuing a building science, architecture or interior design degree at select colleges, universities and technical schools.

As of January 2021. Sponsorship amounts are subject to change.

