

Sponsor Partners can capitalize on a variety of opportunities based on the levels described below. [To learn more or to personalize a package that works for you, please contact us at info@michiganwellnesscouncil.org.](mailto:info@michiganwellnesscouncil.org)

Who is the Michigan Wellness Council (MWC)?

The MWC is a nonprofit organization whose vision is for the health and wellbeing of Michigan employers will be the best in the nation. MWC executes on this mission by inspiring implementation of leading workplace wellness strategies through thought-leadership and education.

Over the past 13 years, MWC has consistently convened over 60 public meetings and two half-day conferences, 3 trainings and one full day conference bringing in thought leaders in the field as well as employers sharing best practices in workplace wellness to discuss effectiveness and challenges along with new trends. Presenters include Dee Edington, Ray Fabius, Michael O'Donnell, Jon Robison, Laura Putnam, Jessica Grossmeier, Ron Goetzl, and Victor Strecher and organizations such as O.C. Tanner, Cleveland Clinic, Stryker, Carhartt, Beaumont, Oakland County, Shell, DTE, University of Michigan and Grand Valley State University. Past topics include Positive Organizations, Culture of Wellbeing, Mindfulness and Resiliency, Thriving Organizations, and Population Health Management along with employer case studies.

Who are the participants?

Those who register to receive our information via in person meetings or online are interested in learning about best practices and resources in workplace wellness, connecting and hearing from practitioners in the field, and networking for business and employment. Our attendee mix includes, employers (HR professionals), wellness practitioners, vendors, health insurance, health consultants, benefit providers, educators, and hospitals with employers making up 30-40% of the audience.

- Average 40-60 attendees per workshop
 - 50-90 attendees per training
 - 40-90 per webinar
 - 100-125 per conference
- Average 40% new first-time attendees each event
- Over 3,400 individuals in database (doubled in last 4 years)

“I thought the materials presented this week were **stellar!** It was in line with the quality of material presented at the National Wellness Conference and it’s so great to know that we have such a great resource here in Michigan without having to fly my team out to a national conference. Thanks for your hard work and for the diligence of your team.”

Toni Sperlbaum, CWWPM, CHWC, Health Plan Advocate

What are MWC activities?

- Programming: 3 webinars, 3 workshops, 2 conferences and 1 training facilitated annually (includes continuing education SHRM credits for HR Professionals)
- WellBites: New podcast interviews to showcase workplace wellness
- Joint membership/educational opportunity with national partner WELCOA
- Selected collaborations statewide include: Michigan Department of Health and Human Services, West Michigan Business Health Coalition, AHA-Grand Rapids, Detroit Regional Chamber
- Offering Fred Zimmer Workplace Wellness Scholarship to students pursuing a career in workplace wellness
- Judge for Workplace Wellness Awards: Governor's Fitness Awards Healthy Workplace and Best in Brightest Companies in Wellness

Sponsor Partners can capitalize on a variety of opportunities based on the levels described below. [To learn more or to personalize a package that works for you, please contact us at \[info@michiganwellnesscouncil.org\]\(mailto:info@michiganwellnesscouncil.org\).](#)



MWC Partner Annual Sponsorship Opportunities

	Premier	Platinum	Gold
	\$5,000	\$1,500	\$750
Annual Promo E-blast	✓		
Corporate Membership	5	2	1
Wellness Wisdom Moment	✓		
Exhibit Table (conference) <i>upon request; includes 2 tickets to event</i>	✓		
Exhibit Table (regular meetings) <i>upon request; includes 2 tickets to event</i>	✓	2	1
Results-based case study material available for distribution <i>upon request</i>	✓ <i>in lieu of Exhibit Table</i>	✓ <i>in lieu of Exhibit Table</i>	
Education E-blast OR Blog Post <i>related to a result-based case study</i>	✓	✓	
Logo Recognition <i>displayed at meeting/webinar/conference</i>	✓	✓	✓
Verbal Mention at Event	✓	✓	✓
Event Tickets (regular meetings/webinars)	15	10	4
Event Tickets (conference)	2	1	
Recognition on Printed Materials	✓		
Use of MWC Logo	✓		

Premier Partner Sponsor:

Investment = \$5,000 (annual)

- All platinum partner opportunities, plus:
- Annual e-blast highlighting company information and offerings
- Corporate membership: 5 individual memberships
- Wellness Wisdom Moment – opportunity to present for 3-5 minutes at one regular training
- Exhibit table at ALL regular trainings/conference (upon request) including 2 tickets
 - **OR** Results based case study material available for distribution at ALL regular training/conference
- Recognition on all materials
- Use of MWC logo
- Regular Group Meeting Tickets: 15 Total
- Conference tickets: 2 per conference

Platinum Partner Sponsor:

Investment = \$1,500 (annual)

- All gold partner opportunities, plus:
- Results based case study material available for distribution at each regular trainings
 - **OR** exhibit table at 2 regular trainings (upon request, based on availability) including 2 tickets
- Educational e-blasts or blog posts related to case studies
- Regular Training Tickets: 10 Total
- Conference tickets: 1 per conference

Gold Partner Sponsor:

Investment = \$750 (annual)

- Exhibit table at 1 regular trainings (upon request, based on availability) including 2 tickets
- Logo displayed at each regular public group meeting/webinar/conference
- Mention at each public meeting/webinar/conference
- Regular Training Tickets: 4 Total

Meeting Breakfast Partner Sponsor:

Investment = \$500 (regular group meetings)

- Opportunity to place promotional piece near / at breakfast table or provision of exhibit table at sponsored regular group meeting
- Mention at sponsored meeting
- 4 tickets to sponsored meeting

Webinar Partner Sponsor:

Investment = \$250

- Logo displayed at live webinar meeting communications
- Mention at live webinar
- 2 tickets to sponsored webinar

Annual Podcast Partner Sponsor:

Investment = \$1,000 (annual)

- Mention on each podcast episode

Episode Podcast Sponsor:

Investment = \$150

- Mention on one designated episode

Meeting Exhibit Partner Sponsor:

Investment = \$250 (regular group meetings)

- Exhibit table at sponsored regular group meeting
- 2 tickets to sponsored meeting for exhibitor representatives