



# GLOBAL WELLNESS SUMMIT 2021

BOSTON | NOVEMBER 30-DECEMBER 3

JOINING TOGETHER.  
SHAPING THE FUTURE.

FOR SPONSORSHIP INQUIRIES,  
PLEASE CONTACT:

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# BOSTON



## 2021 SPONSORSHIP OPPORTUNITIES

The Global Wellness Summit (GWS) is the most important global conference on the business of wellness. Held in a different country each year, it is *the* event where leaders from business, government, academia and science come together to shape the interconnected world of wellness. The Summit also receives exceptional press coverage and is recognized for its global thought leadership.

In 2020, the GWS held a groundbreaking hybrid Summit at The Breakers Palm Beach, connecting in-person delegates and virtual attendees at an event that received high praise from business leaders, medical experts and the media. This innovative hybrid model will also take place in 2021, when we travel to Boston.

In addition, the GWS is a platform attracting thousands of wellness visionaries and innovators at virtual events, opening the door to new sponsorship opportunities. Weekly Wellness Master Class series via Zoom, the new virtual Wellness Sector Spotlights, GWS Podcasts, the highly respected Global Wellness Press Event: Research + Trends, and the biweekly TRENDium are among the many ways the GWS brings the wellness industry together—often under challenging circumstances.

### 2021: THE SUMMIT HEADS TO BOSTON NOVEMBER 30-DECEMBER 3, 2021

This year, the Summit will take place in the world's leading health and wellness ecosystem, Boston. All delegates will experience three days of expert keynotes and panels on the very different future for wellness as the world emerges from

the pandemic. With a new era unfolding that will be defined by unprecedented intersections between health and wellness, Boston is the perfect place for the conference. It's the "brainpower city," with a renowned health and wellness ecosystem; an incredible innovation and investment landscape in "all things health"; and is the world's greatest university city, home to renowned institutions such as Harvard, MIT, Boston University and Tufts University.

### SPONSORSHIP OPPORTUNITIES

*(Custom sponsorships also available)*

As a sponsor, you will receive these ~~benefits plus year-round exposure on the...~~ GWS website, emails, press releases, GWS mobile app, printed invitation and more.

### ALL SPONSORS RECEIVE:

- Recognition on the main stage during the Summit
- Logo and link on GWS website
- Logo on GWS email communications
- Premium placement in the mobile app
- Inclusion in GWS sponsor press releases
- Logo on the formal, printed invitation
- Opportunity to bring additional paid delegates
- Logo featured on 2021 photography backdrop
- Invitation to the VIP Sponsor Reception with the GWS Board of Advisors

## **TITANIUM, DIAMOND, PLATINUM AND GOLD SPONSORS RECEIVE THESE ADDITIONAL BENEFITS**

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- Recognition on the main stage as an elite sponsor
- Inclusion in press release as an elite sponsor
- Opportunity to include product in tote bag
- Full page 4C ad in the Delegate Directory

## **TITANIUM MULTI-CULTURAL PRESENTATIONS**

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*Offered at \$125,000*

Exclusive sponsorship of extraordinary, multi-cultural musical performances, taking place on the main stage, all three days of the Summit. This includes:

- Four complimentary Summit registrations
- Customized boutique space all three days of the Summit
- Opportunity to introduce a performance on the main stage
- Top placement of logo on invitation and promotional materials
- Press release announcing your company's Titanium sponsorship
- Dedicated email to invitee database
- Complimentary mailing list of 2021 delegates\*
- Opportunity for product to be included in the branded tote bag
- Two-page ad in the delegate directory

## **DIAMOND KEYNOTE SPEAKER**

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*Offered at \$50,000*

Introduce one of the main stage speakers during the Summit and includes:

- Two complimentary Summit registrations
- Private meeting with the keynote speaker
- Full-page ad in the delegate directory
- Complimentary mailing list of 2021 delegates\*
- Opportunity for product to be included in the tote bag

## **PLATINUM TOTE BAG**

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*Offered at \$40,000*

Exclusive sponsorship of the beautiful tote bags (provided by the sponsor), with the GWS logo on one side and your company logo on the other, distributed to all delegates. Sponsorship includes:

- One complimentary Summit registration, plus an additional one at a 50% discount
- Product inclusion in tote bag
- Name included in official agenda
- Full-page ad in the delegate directory
- Prominent signage as tote bag sponsor
- Recognition as an elite sponsor

## **PLATINUM REGISTRATION DESK**

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*Offered at \$40,000*

Exclusive sponsor of the Registration Desk, all four days of the Summit. Sponsorship includes:

- One complimentary Summit registration, plus an additional one at a 50% discount
- Opportunity to discreetly display product on the desk
- Recognition on the main stage as a Platinum sponsor
- Prominent signage provided

## **GOLD DELEGATE DIRECTORY**

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*Offered at \$30,000*

Exclusive sponsor of the delegate directory binder and includes:

- One complimentary Summit registration
- Back cover ad and full-page, four-color ad in the delegate directory
- Company name on the footer of each page
- Prominent recognition as a Gold sponsor at the Summit

## **GOLD MOBILE APP**

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*Offered at \$30,000*

Exclusive sponsor of the mobile app. Sponsorship includes:

- One complimentary Summit registration
- Personalized landing page on the Mobile App
- Logo viewed each time a delegate logs on
- Signage at the Registration Desk

## **GOLD PODCAST SERIES**

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*Offered at \$30,000*

Premier sponsor of the popular GWS Podcast series. Sponsorship includes:

- One complimentary Summit registration
- Includes an interview with your spokesperson in "storytelling form" in each episode
- Promotion of podcasts on the GWS web site and social media
- Inclusion in press release on upcoming episodes
- Participation at the Global Press Event in 2022

## SILVER+ GLOBAL WELLNESS AWARD

Offered at \$20,000

Present one of the prestigious awards on the Main Stage during the Summit. Sponsorship includes:

- One complimentary Summit registration
- Name in the official agenda and mobile app
- Prominent identification as a GWS Awards Sponsor
- Full-page ad in the delegate directory
- Opportunity to include product in tote bag

## SILVER+ KNOWLEDGE WORKSHOP

Offered at \$20,000

Opportunity to lead a 45-minute workshop about a relevant topic. Sponsorship includes:

- One complimentary Summit registration
- Opportunity to share literature or products with attendees of the workshop
- Presentation included in the agenda
- Presentation also available on the GWS website
- Prominent signage outside of meeting room

## SILVER+ INDUSTRY RESEARCH

Offered at \$20,000

Sponsorship of the nonprofit Global Wellness Institute research study that will be presented at the Summit: "The Global Wellness Economy, Looking Beyond COVID." Sponsorship includes:

- One complimentary Summit registration
- Inclusion of company name and quote in all copies of the study
- Inclusion in press release on the 2021 research study
- Opportunity to participate in Global Press Event in January 2022
- Recognition during the Summit as an Industry Research sponsor

## SILVER+ TECH INNOVATION PAVILION

Offered at \$20,000

Sponsors are featured in the Tech Pavilion, which showcases new and innovative products and services in the wellness space. Includes:

- One complimentary Summit registration
- Set up one station in the Tech Pavilion, on display throughout Summit
- Provide experiential offering to delegates during breaks and other key times
- Inclusion in a press release on the Tech Pavilion sponsors
- Prominent signage provided

## SILVER WELLNESS PROPERTY SHOWCASE

Offered at \$16,000

Opportunity to be featured in the Wellness Property Showcase, a curated group of recently opened or updated properties. Includes:

- One Summit registration at a 50% discount
- Opportunity to be included in the four-color brochure showcasing the properties
- Brochure to be included in the room drop bag and on the Media table
- Brochure posted as a PDF on the GWS web site post-Summit

## SILVER STUDENT CHALLENGE: "SHARK TANK OF WELLNESS"

Offered at \$16,000

Sponsor the popular student challenge that takes place during the Summit. Sponsorship includes:

- One Summit registration at a 50% discount
- Opportunity to be a Wellness Shark (judge) for the competition
- Opportunity to provide input for future competitions
- Logo on all signage for the student challenge
- Inclusion in press releases on the Shark Tank of Wellness

## SILVER ENERGY BREAK

Offered at \$16,000

Sponsorship of one of the energy breaks during the Summit. Sponsorship includes:

- One Summit registration at a 50% discount
- Display collateral material and product samples for delegates during the break
- Prominent signage as Energy Break sponsor
- Opportunity to provide a gift in tote bag



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