



WBL

WOMEN LEADING HEALTH CARE

www.wbl.org



WBL Corporate PARTNERSHIP OPPORTUNITIES

2020

WBL 2020 CORPORATE PARTNERSHIPS

CHOOSE your base corporate partnership package	(EXCLUSIVE)†			
	Diamond \$35,000	Platinum \$25,000	Gold \$20,000	Silver \$12,000
One Choice of Summit Branded-item Sponsorship	✓			
One Co-hosted WBL Event	✓	✓		
Speaker Introduction Opportunity at the WBL Summit	✓	✓		
One Virtual Speaking Opportunity	✓	✓	✓	
White Paper/Case Studies Included in WBL Newsletter	15	5	3	1
Complimentary Summit Registrations	4 (\$12,000 value)	3 (\$9,000 value)	2 (\$6,000 value)	1 (\$3,000 value)
Complimentary Full Memberships	10 (\$4,250 value)	8 (\$3,400 value)	5 (\$2,125 value)	3 (\$1,275 value)
Complimentary Registrations at WBL Regional Events	8 (\$700 value)	5 (\$450 value)	2 (\$179 value)	1 (\$89 value)

† Diamond sponsorship is exclusive to one company per industry sector

All 2020 Corporate Partnership Packages include the following additional benefits:

- Invitation to exclusive VIP reception at the Summit
- Logo placement on printed WBL summit materials, WBL website, and social media channels
- Facilitated introductions to WBL Members and Summit attendees
- Increased allowance of the number of executives permitted to attend the Annual Summit
- Advance copy of Summit Registration list for early outreach
- Complimentary company participation in all webinars
- Opportunity to include giveaway item in the Summit attendee bags



ADD additional benefits to make the collaboration more valuable*

Speaking opportunity at Board Program or during Summit pre-conference breakfast**	\$15,000
Women's Network Sponsorship: WBL will provide tools to help you create a sustainable women's network in your company, speaker suggestions for your women's program, two guidance calls per year, and one in-person kick-off meeting.	\$10,000
One Co-hosted WBL Event	\$5,000
One Virtual WBL Event	\$3,500

*Add-ons can only be applied to an existing Corporate Partnership

** Available for Diamond and Platinum sponsors only only.
Contingent on mutual agreement of speaker and topic.



CUSTOMIZE your partnership package by working with us and sharing exactly what your company is looking for

Do you have an idea for a partnership that isn't listed above? Contact us today to discuss opportunities to work together to advance your women executives, grow your customer base, and increase your influence in the industry. *Some ideas of past customizations have included:*

- Special marketing opportunities to highlight a specific aspect of your business (e.g. your new consulting arm)
- Opportunities to poll the WBL network on a research question of interest
- A fun activity at a Summit or regional event sponsored by your company
- Time set aside at the Summit to provide services to WBL Summit attendees (e.g. a coaching service, resume review)
- WBL leadership speaking at an event at your company



ABOUT WOMEN BUSINESS LEADERS (WBL)

WBL is a national non-profit organization bringing together a peer group of senior executive women from all parts of the health care industry.

WBL'S MISSION STATEMENT:

To connect and convene senior executive women from across the health care industry to create meaningful cross-sector relationships, expand their leadership and harness their collective power to improve the industry.

WBL's reach extends to more than 3,500 women, and is a place for women on the executive teams of insurers, hospitals, life sciences, and other types of health care companies to have honest conversations about their industry. WBL provides members resources and opportunities to create strong business relationships and eliminate cold calls in health care. A Corporate Partnership with WBL positions your company as a leader in the health care industry who values its women in leadership.

WHY SHOULD MY COMPANY PARTNER WITH WBL?

WBL provides opportunities to grow your company, while supporting those who run your company. Corporate partners receive unrivaled exposure to executives on the leadership teams of payers, health systems, service providers, manufacturers, and life science companies. Partner with WBL in 2020 to:



1 Demonstrate thought leadership & gain exposure

Corporate partners receive a number of opportunities to showcase thought leadership among WBL's 3,500+ senior executives, including hosting or speaking at a regional event, leading a virtual webinar, and sharing white papers in our newsletter and on our social media channels. Corporate Partners also receive year-round logo and brand visibility on WBL's website, marketing emails, and Summit materials.

2 Connect with your target audience

Partnering with WBL in 2020 is an excellent way to make meaningful business connections with women leaders from across the health care industry. Corporate Partners receive an advance list of Summit attendees for early outreach as well as access to WBL staff for personal introductions with the right contacts.



2%
BOARD MEMBER

29%
PRESIDENT/C-SUITE

20%
EXECUTIVE VICE PRESIDENT/
SENIOR VICE PRESIDENT

26%
VICE PRESIDENT

11%
MANAGING DIRECTOR/
MANAGING PARTNER

12%
OTHER

3 Invest in your senior leadership

Your company's women's network is a great resource for the women in your pipeline, but are you appropriately supporting your senior leaders? Corporate Partnerships give your senior leaders year-round access to exclusive benefits, including free access to professional development webinars, discounts to regional events, use of WBL's online membership directory, and more. Executive involvement in WBL is an invaluable resource for your company.



Hear what a few of our members have to say about WBL:

"WBL is an incredible business investment. Our clients are always in attendance and it gives us the chance to engage our prospects. I rarely have an opportunity for personal time and professional growth, but WBL provides this opportunity."

– Vicki Shepard, Industry and Government Affairs, Tivity Health, 2019 Diamond WBL Sponsor

"Attendance helps women gain the relationships, skills and knowledge necessary to assist the organization to compete in an evolving health-care market. It is a cost effective way to build organizational loyalty and appreciation if the organization is willing to take this visible action to invest in my personal and professional development."

– Leigh Bertholf, Vice President, Corporate Responsibility, Catholic Health Initiatives, 2019 Gold WBL Sponsor

"WBL supports the development of senior level executives and delivers brand exposure on a national level"

– Jean Rush, Executive Vice President, Government Markets, Highmark, 2018 Silver WBL Sponsor

SUMMIT SPONSORSHIPS

All 2020 Summit Sponsors receive the following benefits:

- Logo placement in program materials and on Summit website
- Opportunity to include giveaway item in the Summit attendee bags
- Advance list of Summit attendees for early outreach

Summit Pocket Directory - (2) \$6,000

- Sponsor's name and logo printed on the front and back cover of the directory

(Sponsored in 2019 by Global Medical Services)

Summit Attendee Bags - (2) \$6,000

- Your company's logo (up to two colors) embossed on the attendee bag
- Bag delivered to attendee rooms welcoming them to the Summit, compliments of your company (where available)

(Sponsored in 2019 by MCG)

Dinner Sponsorship - (2) \$5,000

- Attendees will enjoy a fun evening and dinner sponsored by your company at a special location on the hotel property
- Logo placement on event signage

(Sponsored in 2019 by American Well)

Professional Portrait Sponsorship - \$5,000

- A photographer will take executive headshots for attendees during Summit
- Attendees will receive headshot file, compliments of your company, following the Summit
- Signage listing your company as the sponsor of the professional portraits

(Sponsored in 2019 by Korn Ferry)

Fitness Sponsorship - \$7,500

(Exercise sessions led by certified trainer or group instructor)

- Host two morning exercise sessions during the Summit
- Opportunity to host stretch breaks during Summit programming for all attendees, includes mention of your company as the sole sponsor
- Opportunity to include water bottles with your logo on them to exercise participants

(Sponsored in 2019 by Tivity Health)

Internet Sponsorship - \$7,500

- Internet access information provided to Summit Attendees with sponsor's name and logo

(Sponsored in 2019 by Dobson DaVanzo)

Peer Conferencing Sponsorship - \$6,000

- Opportunity to provide a brief introduction to the peer conferencing activity at the Summit
- Company logo placement on peer conferencing cards

Welcome Reception Sponsorship - \$6,000

- All attendees are invited to attend the welcome reception sponsored by your company on the first night of the Summit
- Logo placement on event signage

Infused Water Break Sponsor - \$5,000

- During morning breaks, attendees will receive an infuser water bottle, featuring your logo, that they can fill with fresh fruit and cool water for a refreshing treat to enjoy all day
- Logo placement on framed menu sign

(Sponsored in 2019 by APCO Worldwide)

Summit Attendee Portfolios - \$5,000

- Upon arrival at the Summit, attendees will receive their welcome packets with your company logo featured prominently on the back of the packet

Room Key Sponsorship - \$5,000

- Attendees receive a room key branded with your company's name and logo

(Sponsored in 2019 by Tabula Rasa Healthcare)

Registration Add-On

Add a WBL Summit registration to any sponsorship opportunity listed on this page so that the sponsorship is all-inclusive. (A discount of more than \$500 off the regular registration price).

THANK YOU **2019** SPONSORS

DIAMOND



PLATINUM



GOLD



SILVER



BRONZE



WBL 19TH ANNUAL SUMMIT

WBL SUMMIT HIGHLIGHTS
MARCH 18-20, 2020 - AMELIA ISLAND, FL

- Leadership that inspires creativity and innovation
- Creating a legacy that matters
- Learning from another industry: the customer at the forefront
- Harnessing disruptive entrants and technology to transform our industry
- Being a change agent
- Overcoming mentor overload: using diversity to power your mentor program

Registration to open Fall 2019.
www.wbl.org

CORPORATE PARTNERSHIP FORM AND AGREEMENT

COMPANY

TITLE

NAME

EMAIL ADDRESS

PHONE

I am hereby committing myself and/or my company to a 2020 WBL Sponsorship at the following level:

Diamond Sponsorship (\$35,000)

Summit sponsorship:

Platinum Sponsorship (\$25,000)

Specify item: _____

Gold Sponsorship (\$20,000)

Specify price: _____

Silver Sponsorship (\$12,000)

Corporate Partnership Add Ons:

Specify item: _____

Specify price: _____

*Please note sponsorship payments may be made by credit card with a 4% surcharge to cover credit card processing fees.

I understand that this signed agreement is a legally binding contract between

(YOUR NAME AND/OR COMPANY NAME)

and the Women Business Leaders of the U.S. Health Care Industry Foundation for a previously specified (marked above) WBL Sponsorship in 2020. Your signature below represents that you have authority to make such commitments. Sponsorship benefits can not begin until payment is received. Sponsorship benefits will be delivered in 2020 and on materials relating to the 2020 Summit. By submitting this form, I am committing payment in full, by no later than January 30, 2020 on behalf of myself or my company.

(SIGNATURE)

To return this form:

EMAIL TO Staci GoldbergBelle, Membership & Development Director, sgoldbergbelle@wbl.org

MAIL TO Women Business Leaders of the
U.S. Health Care Industry Foundation
1530 Wilson Blvd, Suite 360
Arlington, VA 22209
TAX ID: 51-041-0145

