Thank you for your interest in WBL’s sponsorship opportunities. As a non-profit organization, WBL relies on our corporate partners to achieve our mission of building a strong, supportive community that connects senior executive women in healthcare with one another. In return, our partners receive valuable benefits tailored to their goals and preferences.

WBL provides a unique space for healthcare’s senior-most women leaders to grow, learn, and advance their careers. Supporting WBL means supporting them. We look forward to working with your company to take the women on your executive team and your business to new heights!

### 2024 WBL CORPORATE PARTNERSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>UNDERWRITER $50,000 (Limit 2)</th>
<th>DIAMOND $40,000</th>
<th>PLATINUM $28,000</th>
<th>GOLD $20,000</th>
<th>SILVER $13,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature Program* Speaking Opportunity (Industry Update or Panel Participation)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Highlight at Signature Program</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branded Summit Sponsorship**</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signature Program Discussion Group Lead</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Co-Hosted Event(s)</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1 (virtual)</td>
<td></td>
</tr>
<tr>
<td>Complimentary Signature Program Registrations</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary Annual Memberships</td>
<td>12</td>
<td>10</td>
<td>8</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Thought Leadership Articles in Newsletter</td>
<td>8</td>
<td>6</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

*WBL’s Signature Programs include the Summit and the Board Program.

**Partners will serve as sponsors of the welcome reception unless otherwise negotiated.

### ALL CORPORATE PARTNERSHIP PACKAGES INCLUDE THE FOLLOWING BENEFITS:

- Logo placement on WBL website, email marketing, social media channels, and Signature Program materials
- Facilitated introductions to members and Summit attendees
- Advance copy of Summit registration list for early outreach
- Discounted add-on registrations for Signature Programs

### HOW TO CUSTOMIZE YOUR PARTNERSHIP PACKAGE:

Do you have an idea for a partnership that isn’t listed above? Contact us to discuss opportunities specific to your company’s goals. We’ll work with you to advance your women executives, grow your customer base, and increase your influence in the industry. Potential customizations include:

- Special content/substantive collaboration (e.g., podcast)
- Additional virtual events (e.g., happy hour, EIE, webinar)
- Company spotlight featured in newsletter, website, and LinkedIn
- Educational or networking pipeline event
- Focus group for a product/service
- Exclusive presentation to company

For more information about WBL sponsorship, please contact Emily at eslattery@wbl.org.
WHY SHOULD MY COMPANY PARTNER WITH WBL?

WBL provides opportunities to grow your company while supporting those who run your company. Our partners receive unparalleled options to gain visibility, demonstrate thought leadership, and create strong relationships with over 1,200 women executives in healthcare.

BUILD AUTHENTIC CONNECTIONS WITH INDUSTRY LEADERS

With half of our members serving in the C-suite, WBL’s network is made up of healthcare’s most accomplished and influential decision-makers. As a WBL corporate partner, you will have the unique ability to meet with executives representing 1,300+ companies, all of whom have the authority to build impactful relationships with your organization. Your company’s women leaders can personally connect with the right contacts at the right times, creating a strong foundation for future business opportunities.

INCREASE ACCESS TO TARGET MARKETS

Partnering with WBL is an excellent way to meet notable contacts from all sectors of the health care industry. Corporate partners receive the opportunity to form genuine connections and gain exceptional exposure through:

- Thought leadership at co-hosted events
- Early outreach opportunities at the Summit
- Access to WBL staff for personal introductions

MATCH BENEFITS TO YOUR COMPANY’S GOALS

A WBL partnership is an ideal fit for companies looking to increase their impact through any of the avenues listed below.

- **Visibility:** With the opportunity to co-host and present at WBL’s events, you will showcase your company’s expertise to leaders of healthcare’s top organizations. Sponsors also reach 3,000+ executives by sharing research, company news, and other thought leadership pieces in WBL’s bi-monthly newsletter.
- **DEI:** DEI initiatives are a cornerstone of WBL’s networking events and programming. Being a WBL partner shows your company’s support of diversity and commitment to the advancement of your women leaders.
- **Business Relationships:** We prioritize a supportive, community-focused culture: there are no cold calls between members. WBL provides a unique opportunity to form relationships across industry sectors through staff introductions and intimate networking events.
- **Professional Development:** Sponsors receive access to relevant executive education to bring back to their own companies. The cross-section of industry segments in WBL allows for unparalleled knowledge sharing among the highest levels of healthcare professionals.

For more information about WBL’s mission and membership, visit www.wbl.org.