



## 2017 SPONSORSHIP OVERVIEW

### PRESENTING SPONSORS

(2 opportunities; value \$17,775)

- Industry Exclusivity for this Presenting Level only
- Scripted podium speaking role at the event
- Co-presenting of the awards
- Company name included in all print, web, tv, and radio advertisement from the date you sign on until the wrap issue in Oct/Nov.
- Print Campaign, with company logo, in BusinessWest & Healthcare News (value \$4000)  
Includes a presence in a maximum 7 issues of BusinessWest & Healthcare News, depending on when sponsorship is confirmed
- Digital Campaign, with company logo (value \$3075)  
Includes a minimum of 12 email blasts, each to our 7000+ digital readers
- Professional pre-recorded sponsor video shown at the event (\$3000)
- Inclusion in sponsor compilation video (\$1000)
- Full page advertisement in event announcement issue (BusinessWest, Sept. 4; Healthcare News, Sept. 2017)(value \$2900)
- Full page advertisement in Health & Wellness Keepsake Program Guide (value \$1800)
- Note From Our Sponsors ad featured in announcement issue (BusinessWest, Sept. 4; Healthcare News, Sept. 2017) and in the Health & Wellness Keepsake Program Guide (\$1000)
- Table of ten (10) for the October event (\$1000)
- Four (4) tickets to the Health & Wellness VIP Reception, October
- Opportunity to present honorees with company logo-ed item or gift
- Company logo with hyperlink on BusinessWest.com & HealthcareNews.com
- Any collateral marketing for the duration of our event publicity, plus end of year Thank You ad from BusinessWest and Healthcare News
- Pre and Post event Sponsor Luncheon to give you an opportunity to connect and network with all of our sponsors – a great way to connect with senior leadership at our co-sponsor companies
- We can create the print ads for you at no addition cost or you can send camera ready display advertisements



1441 Main St., Springfield, MA 01103

P: 413.781.8600

[www.businesswest.com](http://www.businesswest.com)

[www.healthcarenews.com](http://www.healthcarenews.com)

OCTOBER 19, 2017

GREATHORSE, HAMPDEN



## 2017 SPONSORSHIP OVERVIEW

### PARTNER SPONSORS

(4 opportunities; value \$13,775)

- Co-presenting of one of the awards
- Company name included in all print, web, tv, and radio advertisement from the date you sign on until the wrap issue in Oct/Nov.
- Print Campaign, with company logo, in BusinessWest & Healthcare News (value \$4000)  
Includes a presence in a maximum 7 issues of BusinessWest & Healthcare News, depending on when sponsorship is confirmed
- Digital Campaign, with company logo (value \$3075)  
Includes a minimum of 12 email blasts, each to our 7000+ digital readers
- Inclusion in sponsor compilation video (value \$1000)
- Full page advertisement in event announcement issue (BusinessWest, Sept. 4; Healthcare News, Sept. 2017)(value \$2900)
- Full page advertisement in Health & Wellness Keepsake Program Guide (value \$1800)
- Table of ten (10) for the October event (\$1000)
- Four (4) tickets to the Health & Wellness VIP Reception, October
- Opportunity to present honorees with company logo-ed item or gift
- Company logo with hyperlink on BusinessWest.com & HealthcareNews.com
- Any collateral marketing for the duration of our event publicity, plus end of year Thank You ad from BusinessWest and Healthcare News
- Pre and Post event Sponsor Luncheon to give you an opportunity to connect and network with all of our sponsors – a great way to connect with senior leadership at our co-sponsor companies
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## 2017 SPONSORSHIP OVERVIEW

### SUPPORTING SPONSORS

(6 opportunities; value \$8,121)

- Company name included in select print and web event advertisement from the date you sign on until the wrap issue in Oct/Nov
- Print Campaign, with company name (not logo), in BusinessWest & Healthcare News (value \$2000)
  - Includes a presence in a maximum 7 issues of BusinessWest & Healthcare News, depending on when sponsorship is confirmed
- Digital Campaign, with company name (value \$2075)
  - Includes a minimum of 12 email blasts, each to our 7000+ digital readers
- Inclusion in sponsor compilation video (\$1000)
- One quarter page display advertisement in event announcement issue (BusinessWest, Sept. 4; Healthcare News, Sept. 2017)(value \$1523)
- One quarter page display advertisement in Health & Wellness Keepsake Program Guide (value \$1523)
- Four (4) tickets to the October event (\$400)
- Two (2) tickets to the Health & Wellness VIP Reception, October
- Company logo with hyperlink on BusinessWest.com & HealthcareNews.com
- Listed in collateral marketing for the duration of our event publicity, plus end of year Thank You ad from BusinessWest and Healthcare News
- Pre and Post event Sponsor Luncheon to give you an opportunity to connect and network with all of our sponsors – a great way to connect with senior leadership at our co-sponsor companies
- We can create the print ads for you at no addition cost or you can send camera ready display advertisements



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