



Wellness **AtoZ**

Wellness AtoZ

2022 Sponsorship Opportunities





Wellness **AtoZ**

The Greater Phoenix Chamber Foundation (the Foundation) convenes and catalyzes business, education, and community to enhance college and career readiness, develop a stronger workforce, and build healthier communities throughout Arizona.

We provide value to our community partners through our role as a community organization and in our ability to convene local and national thought leaders.

- **Exposure**
Wellness AtoZ sponsorship provides high-level of exposure for all sponsors. With a range of sponsorship levels, you can customize the exposure that fits your needs.
- **Alignment**
The Greater Phoenix Chamber features Wellness AtoZ at more than 20 annual events and five monthly programs. Wellness AtoZ hosts bi-monthly forums where sponsor messaging is shared with target audiences which provides exposure to HR leaders.
- **Messaging**
Through our website and various communications efforts, we assist in connecting you with the health and wellness community that is of most value to you and your business.

Wellness AtoZ

Wellness AtoZ makes Arizona and the Greater Phoenix region known as destinations for healthy talent and healthy communities. By offering free, modular toolkits that provide resources for creating or enhancing an employee wellness program, Wellness AtoZ serves community members across Arizona. Wellness AtoZ works with companies throughout the state to identify key areas in enhancing employee participation in wellness programs, driving down costs associated with unhealthy lifestyles, and increasing overall employee productivity and satisfaction.

The launch of *por tu salud* in 2019 has elevated and expanded the messaging that Wellness AtoZ provides by providing content directly to our Spanish-speaking population.

Por Tu Salud

Wellness AtoZ *por tu salud* supports and encourages healthy behaviors among our Spanish-speaking population. Toolkits are offered in Spanish and the materials are developed to acknowledge and reflect current cultural lifestyle trends. *Por tu salud* encourages healthy eating through the *Comer Bien* toolkit, provides an opportunity to learn about current workplace wellness practices during *Trabajar Bien* forums, offers opportunities to be active and discover Arizona with the *Jugar Bien* toolkit, and distributes a quarterly *Vivir Bien* newsletter, connecting employees and community members with the latest health and wellness information.

WorkWell Forum

WorkWell is a quarterly forum featuring best practices and recognition for companies that are leading the way! From small companies to large, WorkWell is an inventive way to learn from others and generate ideas about the variety of ways to enhance wellness programs. In response to COVID-19, WorkWell Forums are offered in a virtual webinar and have shifted focus to employee well-being, mental health, and adaption to remote working.

Wellness AtoZ Day

In celebration of healthy living, the Foundation celebrates Wellness AtoZ Day on the third Sunday of May. This community event is a great opportunity for employees and their families to get out and celebrate healthy lifestyles.

Objective: Increase awareness of the importance of whole-body health including physical, emotional, mental, environmental, and social well-being. To brand Arizona as a destination for healthy living.

Average number of employers connected with monthly: 350+

Average employee reach: 400,000+

Average WorkWell Forum Attendance: 80+

Wellness AtoZ Sponsorship Benefits

	Title \$50,000 one available	Platinum \$25,000	Gold \$10,000	Silver \$5,000
60-second sponsor-provided video message	X			
Sponsor Remarks/ Speaking Opportunity	X	X		
Invitation to participate in Steering Committee	X	X	X	
Company representative to serve on panels at WorkWell forums and at related events	Invited	Invited	Considered	
Inclusion in media ad promoting events or program	Logo	Logo	Listing	
Logo or company name listed on website	Logo	Logo	Logo	Listing
Logo or company name listed on day of event signage	Logo	Logo	Logo	Listing
Opportunity to host WorkWell forum (once in-person)	X	X	X	X
Article in Chamber or Foundation Newsletter, per year	3	2	1	
Wellness-focused article placements in LiveWell communications	4	2	1	
Social media mentions per year	12	6	4	2
Verbal recognition from the podium, per event	X	X	X	X
Featured in annual sponsorship ad thanking sponsors	Title logo	First tier logo	Second tier logo	Listing
Company rep. invited to media opportunities	X			

Sponsor a WorkWell forum for a \$500 sponsorship.

Wellness AtoZ Day Sponsorship Benefits

	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Vendor \$500
Sponsor Remarks/ Speaking Opportunity	X	X		
Inclusion in media ads and email blasts promoting events	X	X	X	
Logo or company name listed on website	First tier logo	Second tier logo	Listing	
Logo or company name listed on day of event signage	First tier logo	Second tier logo	Listing	Listing
Opportunity to host vendor table at Wellness AtoZ Day	X	X	X	X
Mention in LiveWell newsletter, per year	2	1		
Mention in Wellness Wonders emails to all participants, per event	3	2	1	
Social media mentions, per event (pre or day-of)	3	2	1	
Verbal recognition from the podium, per event	X	X	X	X
Featured in annual sponsorship ad thanking sponsors	X	X	X	X

Examples of Collateral

Event Recognition



As Featured In



“The Chamber offers innumerable benefits to Delta Dental of Arizona, but as an employee-centric organization, we’ve really enjoyed the benefits of Wellness AtoZ. Our HR department is very small, so getting professionally-done, timely and expansive wellness materials for distribution is wonderful.”

- **Brad Clothier, Delta Dental of Arizona**