

Healthy Business, Healthy Community Workplace Wellness Challenge: Sponsorship Opportunities

Workplace wellness programs make for healthier employees and communities, which in turn have shown a direct correlation to increased productivity and employee retention—two components of maintaining a profitable and successful business. However, most small businesses do not have the time or resources to implement workplace wellness programs. In order to help more Missouri employers offer these programs, Small Business Majority is pleased to announce our upcoming **Healthy Business, Healthy Community Workplace Wellness Challenge** for small businesses in southwest Missouri and the St. Louis region.

This community-based competition will launch in May 2017 and run for eight weeks. The goal of the Wellness Challenge is to help employers promote healthier habits in the workplace, all while participating in fun activities and connecting with other small businesses in their area.

How does the Wellness Challenge work?

Small Business Majority is partnering with Wellable, a new fitness and nutrition-tracking program to help Missouri small businesses engage in workplace wellness activities. The Challenge will allow small businesses to offer wellness programs through Wellable's platform for free.

Small businesses in southwest Missouri will compete against businesses in the St. Louis region based on team averages to win special prizes, which will be awarded at the end of the competition. Small Business Majority will also host local wellness-related special events in partnership with local sponsors.

Why sponsor the Wellness Challenge?

We've found that small business owners are truly interested in workplace wellness programs. Caring and compassion for their employees—whom they often feel are like family—is a primary motivating factor for a small business owner to want to implement wellness programs. However, there are issues that prevent small business owners implementing wellness programs at their businesses. These boil down to the time required to implement and administer a program, the money required to establish and administer a program, a lack of knowledge about what programs and policies are effective and where to begin. The Wellness Challenge seeks to remove these barriers and help more small businesses implement wellness activities and offer a benefit to their employees that is typically reserved for larger employers.

As a sponsor of the Healthy Business, Healthy Community Wellness Challenge you will:

- Burnish your organization's reputation among Missouri's small business community.
- Be seen as a supporter of small business by the small business community, policymakers and stakeholders in Missouri.
- Be part of the effort to highlight the benefit of wellness programs to small businesses.
- Benefit from our robust communications efforts. Your organization will be recognized as a sponsor and promoted on our website, in our newsletter distributed to 50,000 small business owners, through social media and in press materials related to the Wellness Challenge.

For more information, please contact your local Small Business Majority staff coordinator.

Mary Overbey, Southwest Missouri Challenge Coordinator and Statewide Wellness Program Coordinator, (417) 872-9924 or moverbey@smallbusinessmajority.org

Bill Ray, St. Louis Challenge Coordinator, (314) 718-0377 or wray@smallbusinessmajority.org

SPONSORSHIP LEVELS AT A GLANCE

	Platinum (\$2,500)	Gold (\$1,000)	Silver (\$500)	Bronze (\$250)
Website recognition:	Recognition as Platinum sponsor (primary placement of full color logo on competition landing page)	Recognition as Gold sponsor (placement of full color logo on competition landing page)	Recognition as Silver sponsor (placement of full color logo on competition page)	Recognition as Bronze sponsor (placement of full color logo on competition page)
Company / Organization participation: (your choice)	Sponsor all wellness competition events, including a kickoff event, at least one wellness related special event during the competition, and a celebratory final event	Sponsor two wellness competition events, choosing between a kickoff event, a wellness related special event during the competition, and a celebratory final event	Sponsor 1 wellness related event during the competition and 1 other event (kickoff or celebratory final event)	Sponsor 1 wellness related event during the competition
Table-top display / Banner to showcase company materials at challenge kickoff and celebratory final event:	One display and banner in premier location	One display and banner in premier location	One display in key location	One display
Winner Award Sponsorships:	Sponsorship / Donation of 1 award	Sponsorship / Donation of 1 award	N/A	N/A
Logo on promotional material:	Full color company logo placed prominently	Full color company logo	Full color company logo	Full color company logo
Post-competition newsletter:	Top recognition	Recognition	Recognition	Recognition
Give-away(s) for kickoff event attendees:	Opportunity for up to 3 give-away items	Opportunity for up to 2 give-away items	Opportunity for 1 give-away item	Opportunity for 1 give-away item