2017 SPONSORSHIP LEVELS	PRESENTING	MAIN STAGE	SPA	WELLNESS SERIES	FITNESS	PREMIUM	COMMUNITY PARTNER	REGISTRATION	DIGITAL
	2 available; receives most marketing exposure	2 available; receives most exposure in the Expo Hall.	3 available; provide spa services Friday & Saturday	5 available; your expert speaks on women's health issues	2 available; sponsor of exercise studio	4 available; ideal for exhibitors who want a class slot	4 available; ideal for promoting your brand	Your premium item at registration desk	4 available; affordable way to reach your customers
↓ BENEFITS OF SPONSORSHIP ↓	$2,800	$2,500	$2,500	$1,500	$1,500	$1,000	$850	$500	$500
Prominently placed booth with electricity.	QUAD	DOUBLE	QUAD	DOUBLE	DOUBLE	SINGLE	OPTIONAL	N/A	N/A
3x8-foot "Sponsor" banner with your logo, placed at the Expo.	X	X	X						
One classroom OR main stage slot (approx. 45 min.), promoted in all marketing materials.	X	X							
30 min. time slot on the Main Stage: expert speaks about women's health issues or answers questions.				X					
One classroom lecture (approx. 45 min.), promoted in all marketing materials.					X	X			
Placement of logo on web site (wellexpomadison.com), print ads and all marketing materials.	X	X	X	X	X	X	X	X	X
“Sponsored By” verbiage in radio (5-second end tag) and television ads.	X								
Prominent ad in digital e-newsletter, 6x (monthly August through January). The newsletter is delivered to more than 3,000 attendees.	X	X	X			X	X	X	X
Banner ad on website, 3x (monthly November through January). The website gets 10,000 visits. 70% of these visits are new.									X
Bio/business information in e-newsletter.				X					
Free Ticket Link for customers ($5/ticket value).	X	X	X	X	X	X	X	X	X
Opportunity to donate items for giveaway.	X	X	X	X	X	X	X	X	
Social Media exposure. Sponsors over $1000 will receive boosted posts on social media sites to an audience of at least 5,000 people. Sponsors over $2000 will receive the opportunity to submit an article for the Expo's blog.	X	X	X	X	X	X	X	X	X