



2012 PARTNERS OF SUPPORT | 2011 YEAR IN REVIEW

Our website, www.wellnesscouncilwi.org, has been active as a member and nonmember resource for over a year. In 2011, our goal was to create an interface that provides easier access and valuable worksite wellness resources. We have done just that by attracting over **60,000** hits on our website and established active LinkedIn groups. We have plans to expand member resources and tools in 2012.

Thus far In 2011, **53** employers have joined as new Wellness Council of Wisconsin members; companies are proving that employees are their most valuable asset. As a result, the Wellness Council has over **430** employer members also establishing a renewal rate of **84%**. Our goal is to be the premier resource for worksite wellness in Wisconsin with 500 members by 2014.

We offered an array of on-site and webinar educational opportunities in 2011 to expand the reach of our mission. In total, we provided best practices to over **1,000** wellness practitioners statewide. Our goal is to enhance the value proposition of membership by focusing on three core deliverables: the well workplace process, learning opportunities and connectivity with peers.

To date, **54** employers completed WELCOA's checklist, **19** employers received a Well Workplace Award and over **87** participants, representing **64** companies, completed Well Workplace University training. In addition, we have performed over **125** individual consults with employers on the Well Workplace Process of results-orientated workplace wellness programs.

Wisconsin has embraced **4** Well City USA initiatives, representing **120** employers who are committed to adopting the Well Workplace Process. Well City Milwaukee was designated as the first Well City (Silver) in the state, on March 18, 2010 and the three other initiatives will follow: Racine (November 2011), Fox Cities (May 2013), and our newest project, Oshkosh (February 2014).

WELCOA recently designated the best-trained worksite wellness professionals in the country, honoring them as WELCOA Faculty members; these professionals have achieved certification in four or more of WELCOA's results-oriented workplace wellness training programs, Well Workplace University. Of the 207 Faculty from 44 states, Wisconsin had **19** designations, the most from any state.

The Wellness Council of Wisconsin held its 21st Annual Worksite Wellness Conference: The Economics of Healthy Behaviors, with an audience of **500** health, wellness and business professionals, also drawing **70** attendees to our Annual Pre-Conference Summit: Looking Beyond ROI. The annual conference will return to Milwaukee in September, 2012.



Website

www.wellnesscouncilwi.org

[Learn More >>](#)



Membership

State of Wisconsin

[Learn More >>](#)



Programs

Worksite Wellness Education

[Learn More >>](#)



WELCOA

Well Workplace Process

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Well City

Wisconsin-Based Initiatives

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Faculty

WELCOA's Elite Practitioners

[Learn More >>](#)



Conference

Statewide Annual Event

[Learn More >>](#)



Wellness Council
Improving Health to Empower Business

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Fax: 414.224.0243
www.wellnesscouncilwi.org

“The gold standard for corporate wellness information in our state is the Wellness Council of Wisconsin. Midland Health wants to be associated with the best of the best. Due to the council’s respect and credibility, Midland has been rewarded with positive recognition and new business relationships. To be a Wellness Council sponsor is an honor.”

Jo A. Steinberg
President
Midland Health
Partner of Support

“WELCOA provides a valuable set of resources that enables organizations to be more successful in worksite wellness promotion. Get involved with the Wellness Council of Wisconsin and put wellness to work for you!”

Kevin Setnes
Manager, Corporate Health & Wellness
Standard Process Inc.
Partner of Support

“The Wellness Council was successful in getting us involved and challenging our conventional thinking about wellness. Resources provided by the Wellness Council are insightful, accurate, reliable, and timely and have proven to be valuable information for implementation of our wellness program. We would recommend utilizing the Wellness Council to any organization that wants to leverage their resources to their greatest advantage.”

Ann Harvancik
Human Resources Generalist
City of Brookfield
Member

2012 PARTNERS OF SUPPORT | IN GOOD COMPANY

Platinum



Gold



Robert W. Baird & Co.

Silver



Bronze



Conference

Presenting Sponsor

Presenting Partner



Conference Sponsors





2012 PARTNERS OF SUPPORT | SPONSOR BENEFITS

Benefit	Platinum	Gold	Silver	Bronze
Contribution Level	\$6,000	\$3,000	\$1,000	\$500
Maximum Number of Contributors* <small>*Current Partners of Support will receive the first right of refusal.</small>	5	10	10	15
Opportunity to Serve on Wellness Council Advisory Board	✓			
Wellness Council Corporate Membership Discount <small>Value: Up to \$495/Annually</small>	100%	50%	25%	10%
Company Logo on Wellness Council Letterhead <small>Estimated Audience: 3,000+/Year</small>	✓			
Company Logo on Wellness Council of Wisconsin Monthly Member Newsletter <small>Estimated Audience: 500+/Month</small>	✓			
Opportunity for Marketing in Wellness Council of Wisconsin Monthly Member Newsletter <small>Value: \$250 each</small>	✓	✓		
Acknowledgement of Sponsorship in a Wellness Council of Wisconsin Newsletter <small>Estimated Audience: 700</small>	✓	✓	✓	✓
Company Logo on All Online Event, Conference and Membership Registration Forms <small>Estimated Audience: 9,000+/Year</small>	✓			
Opportunity for Company Narrative Page on Wellness Council of Wisconsin Website <small>Estimated Audience: 60,000+/Year</small>	✓			
Company Logo & Hyperlink on Homepage of Wellness Council of Wisconsin Website <small>Estimated Audience: 60,000+/Year</small>	✓			
Company Logo & Hyperlink on Sponsors Page of Wellness Council of Wisconsin Website <small>Estimated Audience: 1,000+/Year</small>	✓	✓	✓	✓
Opportunity for Wellness Program Highlight Featured on Wellness Council of Wisconsin Website <small>Estimated Audience: 60,000+/Year</small>	✓	✓	✓	✓
Complimentary Registration(s) to Approved Wellness Council of Wisconsin Workshop <small>Value: \$119/Each</small>	2	2	1	
Complimentary Registration(s) to Annual Worksite Wellness Conference* <small>Value: \$299/Each</small>	4	2	1	
Complimentary Exhibitor Registration at Annual Worksite Wellness Conference* <small>Value: \$569 *Does not include ancillary items; i.e. internet signage, pipe & drape, etc.</small>	✓	✓		
Complimentary Ad Space in Annual Worksite Wellness Conference Booklet <small>Value: \$400+</small>	Full	Half		
Company Logo Displayed at Annual Worksite Wellness Conference <small>Estimated Audience: 700+</small>	✓	✓	✓	✓
Company Listed in Annual Worksite Wellness Conference Booklet <small>Estimated Audience: 700+</small>	✓	✓	✓	✓
Certificate of Appreciation <small>Value: Priceless</small>	✓	✓	✓	✓



2012 PARTNERS OF SUPPORT | PLEDGE FORM

Company _____

Address _____

Name _____

Title _____

Phone _____

Email _____

THANK YOU FOR YOUR SUPPORT

Select your preferred sponsorship level.

- Platinum | \$6,000
- Gold | \$3,000
- Silver | \$1,000
- Bronze | \$500
- Please notify me if a higher level sponsorship becomes available.

Select your preferred commitment level.

- I commit to a 2-year sponsorship and will not receive an increase in 2013. (January 2012—December 2013)
- I commit to a 1-year sponsorship. (January 2012—December 2012)

Select your preferred payment date. Please send me an invoice to be paid by :

- December 31, 2011
- January 31, 2012

Please send this form to:

Mail: Wellness Council of Wisconsin
2012 Partners of Support Campaign
1243 North 10th Street, Suite 200
Milwaukee, WI 53205

Email: jraddemann@wellnesscouncilwi.org
Fax: 414-224-0243

Questions:

Contact Jessica Raddemann, Executive Director at 414.224.3060 or jraddemann@wellnesscouncilwi.org