COMMITTED TO WELLNESS AND INSPIRING OTHERS

SPONSORSHIP, EXHIBITOR, DONATION, AND ADVERTISING OPPORTUNITIES

HEALTHIEST IN TECH WELLNESS MONTH 2018
JANUARY 8 - FEBRUARY 2
WHAT IS THE HEALTHIEST IN TECH, WELLNESS MONTH 2018?

As a collaboration between Health Hub and the Arizona Technology Council, the event consists of 4 weeks of programming to inspire building a culture of health in the Arizona Tech community. The primary event and continuous services include:

- On-Site fitness and movement class participation challenge
- Philanthropic giving challenge
- Breakfast kick-off event
- Awards ceremony, networking event with exhibitors

WHAT IS THE MISSION?

To promote, educate, and inspire each participating company to grow their unique and sustainable culture of health and bring positive growth and balance to each employee, their family and friends, co-workers and peers.

WHO IS HEALTH HUB?

Health Hub creates a culture of health at work by providing highly customized on-site wellness programming, experiences, and weekly services for companies who employ and desire dedicated top-quality talent.

Our foundational services of group movement and communications offer unmatched and immediate benefit and value. We bring unique expertise in truly impactful fitness and wellness programming and professionally managed branding and internal marketing plans that have been developed specifically for the and the physical and organizational challenges of working in a corporate/office-based environment. The services provided by Health Hub’s management, instructors, and knowledge leaders are implemented with “high touch” customer service to ensure seamless execution, high participation, and a result of improved employee health and performance and enhanced environment.

WHO IS THE ARIZONA TECHNOLOGY COUNCIL?

The Arizona Technology Council is the driving force behind making our state the fastest growing technology hub in the nation; connecting and empowering Arizona’s technology community. As Arizona’s premier trade association for science and technology companies, the Council is recognized as having a diverse professional business community. The Arizona Technology Council offers numerous events, educational forums and business conferences that bring together leaders, managers, employees and visionaries to make an impact on the technology industry. AZTC offers a variety of Phoenix networking groups for multiple industries with different commitment levels to fit every schedule. Council members work toward furthering the advancement of technology in Arizona through leadership, education, legislation and social action. These interactions contribute to the Council’s culture of growing member businesses and transforming technology in Arizona.
WHY IS WELLNESS AT WORK IMPORTANT?

We work hard - more than ever before. Our companies are improving lives and creating efficiencies in everything we do. Yet, office workers’ health is drastically deteriorating due to chronic disease, immobility and stress. Improvements are realized when there is a thoughtful, programmed and leadership-subscribed shift in culture to prioritize balance and wellness.

Organizations placing more emphasis on health and wellness promotion are seeing not only larger cost savings, but also greater return. A study by Health Affairs found that for every dollar spent on wellness programs, medical costs fall by about $3.27 and absenteeism costs fall by about $2.73. [1] And, a recent survey [2] given to employers who have already implemented wellness initiatives showed:

72 percent of organizations reduced the cost of health care
78 percent of organizations improved employees’ overall physical health
80 percent of organizations who measured their wellness program’s ROI saw positive impact

According to the International Labour Organization:
Americans work 137 more hours per year than Japanese workers, 260 more hours per year than British workers, and 499 more hours per year than French workers.

According to the U.S. Bureau of Labor Statistics
The average productivity per American worked has increased 400% since 1950.

According to the Centers for Disease Control (CDC):
85% of America’s workforce sits at their job. Physical inactivity (sitting) is the #1 contributor to chronic disease. Chronic disease is the #1 Health Issue in America. Chronic disease treatments comprise 75% of insurance claims.

1. http://content.healthaffairs.org/content/early/2010/01/14/hlthaff.2009.0626.full
SPONSORSHIP OPPORTUNITIES

All Sponsors Receive:

- Company logo in the sponsor section of the AZ Tech Council Wellness Month web page
- Company logo and listing in the event program
- Mention in conference marketing e-blasts, sent to thousands of contacts in technology industry
- Recognition in on-site event signage
- The opportunity to meet with decision makers and top executives in the technology industry

☐ Platinum Sponsor - $15,000 - 1 Available

- Includes “Title Sponsor” branding on all marketing materials
- Complimentary registration to the wellness month competition
- Logo on conference marketing e-blasts and social media posts
- Full page ad in event program
- Speaking opportunity at either Breakfast or Award Ceremony Event
- One-Day AZ Tech Council Social Media takeover by Health Hub featuring your company’s fitness classes highlighting your participating and commitment to a culture of wellness at work (3 posts)
- 10x10 Expo space at Award Ceremony Event

☐ Gold Sponsor - $10,000 - 3 Available

- Logo on conference marketing e-blasts and social media posts
- Complimentary registration to the wellness month competition
- 10x10 Expo space at Award Ceremony Event
- One-Day AZ Tech Council Social Media takeover by Health Hub featuring your company’s fitness classes highlighting your participating and commitment to a culture of wellness at work (3 posts)
- Half page ad in event program

☐ Silver Sponsor - $7,000 - 3 Available

- Logo on conference marketing e-blasts and social media posts
- Complimentary registration to the wellness month competition
- Half-Day AZ Tech Council Social Media takeover by Health Hub featuring your company’s fitness classes highlighting your participating and commitment to a culture of wellness at work (1 posts)
- Quarter page ad in event program

☐ Closing Ceremony/Expo Sponsor - $6,000 - 1 Available

- Your Company Logo predominately featured on podium, banners, and all marketing materials at the Closing Ceremony event.
- Opportunity to host event at your office or other selected location (if within logistical guidelines).

☐ Breakfast Sponsor - $5,000 - 1 Available

- Your Company Logo predominately featured on podium, banners, and all marketing materials at the breakfast kick-off event.
- Opportunity to host event at your office or other selected location (if within logistical guidelines).

☐ Award Sponsor - $5,000 - 2 Available

- Your Company Logo on the First - Third Place Award Plaques
- Choose from Healthiest in Tech or Healthy Soul Award
EXHIBITOR OPPORTUNITY

At the Awards Ceremony and Networking Event, All Exhibitors Receive:

- Six Foot Banquet Table
- 2 Folding Chairs
- Company logo and listing in the event program
- The opportunity to meet with decision makers and top executives in the technology industry

☐ 10x10 Space - $800

PROGRAM ADVERTISEMENTS

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IN-KIND DONATIONS

☐ Performance Apparel
Logo Shirt or other performance apparel given to all participants

☐ Re-usable Water Bottle
Logo bottle given to all participants

☐ Entertainment

☐ Event Swag / Attendee Gifts

☐ Create Your Own* work with Health Hub to create your own in-kind opportunity to enhance the event

To reserve your sponsorship, exhibitor space, program ad or in-kind donation, please complete the Program Registration Packet and send to mara@healthhubaz.com.