

Support and Sponsorship



Who We Are

The Worldwide Employee Benefits Network, Inc. (WEB) is a national non-profit organization committed to the development and education of benefits professionals. WEB supports its members through monthly educational meetings, webinars and networking opportunities, and provides access to publications and other resources to help our members meet challenges affecting the benefits world.

With more than 160 members, WEB Atlanta is the second largest chapter in the nation – and growing. Our membership is made up of over 25 different professions representing more than 30 areas of expertise in the benefits industry, and includes benefits managers, plan administrators, HR directors, vice presidents of HR, consultants, attorneys, accountants, communication experts, benefits brokers, and investment advisors.

What We Do

From healthcare reform to retirement planning to government audits, the world of employer-sponsored benefit programs is constantly changing and ever-challenging. WEB – on a national level and through the Atlanta Chapter – works to ensure that our membership is informed on issues that affect the benefits community.

WEB Atlanta's monthly luncheon meetings address human resource and employee benefits topics, and feature expert speakers and panelists. Our monthly meeting notices, as well as other WEB Atlanta communications, reach more than 6,000 benefits professionals at least four times a month. During 2010, attendance at WEB Atlanta's monthly meetings averaged approximately 100 members and guests (with attendance as high as 130 participants, depending on the topic).

WEB Atlanta also conducts an annual Benefits Boot Camp for HR generalists, entry-level professionals, and anyone who needs a refresher course on benefits basics. Benefits Boot Camp draws participants from throughout the state of Georgia, as well as from Tennessee and South Carolina, and is recognized for its excellence throughout the southeast region.

How You Can Help

WEB Atlanta depends on sponsorships, and offers three types of sponsorship opportunities:

- Annual Partnership
- Benefits Boot Camp Sponsor
- Monthly Meeting Sponsor

To be a sponsor, at least one person from your organization must be a member of WEB Atlanta. WEB is a recognized 501(c)(3) organization and sponsorship contributions are tax-deductible.

Annual Partnership Opportunities

WEB Atlanta offers two levels of annual partnership: Platinum and Gold. To ensure that our sponsors receive the maximum level of recognition, WEB limits the number of Platinum partners and Gold partners per year. Platinum and Gold partnerships are for one calendar year.

	Platinum	Gold
Cost per calendar year	\$4,000	\$2,500
Recognition/logo on website with link to company website	•	•
Recognition/logo on all printed materials and emails	•	•
Signage at monthly meetings	•	•
Number of monthly meetings company can display literature on table	3	2
Number of passes to one monthly meeting of choice	5	3
Podium recognition at monthly meetings	•	•
Table top display recognition at monthly meetings	•	•
Marketing materials placed on each attendee's chair at monthly meetings	•	•
One corporate annual WEB membership (includes five memberships)	•	
Three individual WEB memberships		•
Employees and first-time guests can register at member price of \$32	•	

WEB Atlanta also provides additional networking opportunities (socials) outside of the regular monthly luncheon meetings as part of the Platinum and Gold partnership packages. Socials are targeted to one per quarter, and may include a cocktail social, sporting event, or member appreciation activities. Platinum partners receive solo sponsorship recognition at their social event; Gold partners co-sponsor events.

	Platinum	Gold
Recognition as event sponsor at social	•	•
Multiple one-minute "infomercials" about event sponsor	•	•
Signage at social event	•	•
Joint sponsor of one social event of choice		•
Table with chair for marketing materials	•	•

Benefits Boot Camp Sponsorship Opportunities

WEB Benefits Boot Camp is a crash course on employee benefits for HR generalists, entry- to mid-level benefits professionals and seasoned HR professionals looking to brush up on benefits basics. Industry experts will lead comprehensive discussions on topics such as retirement plans, executive compensation, and health and welfare benefits.

Sponsors will have exposure to more than 6,000 benefits professionals in the southeast region via weekly announcements that will include the sponsor’s name and logo. Historically, there have been more than 100 attendees at this event.

SPONSORSHIP

Cost	\$500
Number of opportunities available	5
Recognition/logo on all printed materials, emails, and signage	•
Five-minute “infomercial” about sponsor	•
Boot Camp guest pass	•
Recognition/logo on website with link to company website	•
Table space	•

Monthly Meeting Sponsorship Opportunities

WEB Atlanta typically holds monthly educational luncheon programs on the third Thursday of the month. Our monthly programs are designed to cover timely topics for benefits professionals and provide actionable information. Program topics include, but are not limited to, information regarding legal issues related to health and welfare plans and retirement plans, fiduciary responsibilities, and general human resource topics. The speakers are experienced benefits professionals who are experts in their respective fields.

SPONSORSHIP FOR MONTHLY MEETINGS

	WEB Member	Non-Member
Cost	\$300	\$500
One free lunch	•	•
Recognition/logo on all printed materials, emails, and signage	•	•
Recognition at monthly meeting	•	•
Two-minute “infomercial” about sponsor	•	•
Company marketing materials placed on each attendee’s chair	•	•
Recognition/logo on website with link to company website	•	•

Additional Information

- All sponsors are encouraged to provide their own items to give away at events.
- Sponsorship in one category does not extend to the other categories.

Contact WEB Atlanta to Become a Sponsor

If you have questions about WEB Atlanta sponsorship opportunities – or if you are ready to become a sponsor – please contact:

Ken Bohrer
Vice President of Sponsorship
770-990-6568
ken.bohrer@optimbenefits.com