



# Women's Health Awareness & Education

(Brand Sponsorship)

# ABOUT US



Our mission is to empower women to make better healthcare choices, and to further our shared mission we are joining with like-minded organizations to drive awareness among consumers to “know where to go and what to do” for better healthcare.

As a three-time recipient of Inc. Magazine’s 5000 List of Fastest Growing Companies and with over 500 hospital partners and hundreds of national brands, our team is excited and eager to make 2022 the beginning of a national coalition with leading women's health organizations to empower women for better health. While we launch in 2022 our press focus will be in May for National Women’s Health Week.

The Women’s Choice Award and its educational partners will unite to spread the word on women’s health through the “**Know Where to Go, Know What to Do**” campaign via promotions on websites, social media, print publications and community and consumer outreach.

*With the support of our corporate sponsors, we can broaden our national press outreach.*



# THE GOAL

- ✓ Collaborate with health organizations and supporting brands to further awareness and education on women's health
- ✓ Empower & engage women to take charge of their health
- ✓ Provide her with trusted information
- ✓ Increase brand exposure
- ✓ Increase traffic to partner websites
- ✓ Grow brand value
- ✓ Gain wider authority
- ✓ Build trust with women
- ✓ Save more lives



# KNOW WHERE TO GO

The [Women's Choice Award for Best Hospitals](#)™ is a coveted credential that identifies the nation's best hospitals and health facilities based on robust criteria that includes relevant clinical performance, patient satisfaction and appropriate accreditations. Unlike other hospital accolades, the Women's Choice Award is unique in that it is the only national list that simplifies a woman's choice and preferences when selecting a hospital. As the most trusted award for women, we provide resources to patients to educate them on **where to go** and why to choose one facility over another.



We recognize healthcare providers in the following service lines:

- Bariatrics
- Cancer Care
- Children's Hospitals
- Comprehensive Breast Center
- Emergency Care
- Heart Care
- Mammogram Imaging Center
- Minimally Invasive Surgery
- Obstetrics
- Orthopedics
- Stroke Care
- Women's Health (Obstetrics, Heart, Breast, Robotics Surgery)





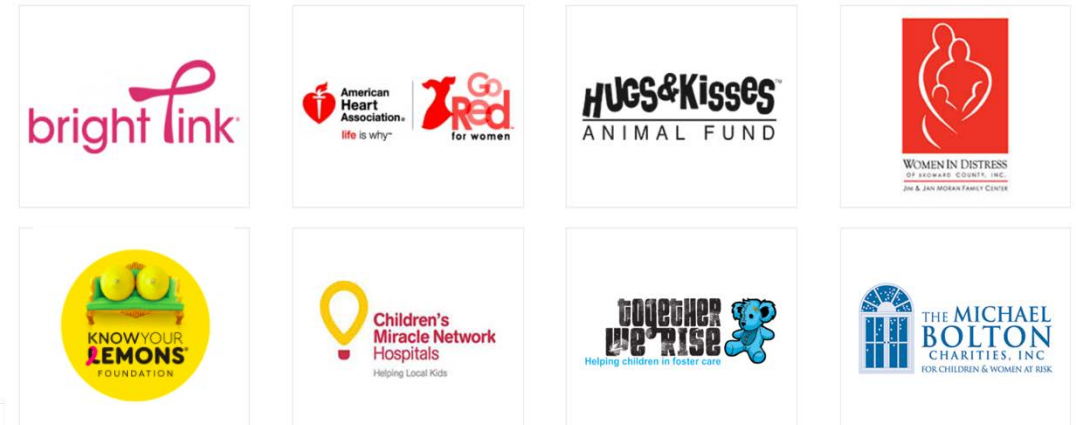
# KNOW WHAT TO DO

Consumer trust is at an all-time low while expectations of a positive healthcare experience are at an all-time high. So, it's more important than ever to empower women to keep up with their healthcare.

To help further our mission of women's health empowerment and multiply our reach in 2022, we are partnering with the best in class in consumer advocacy & **education** in a national awareness campaign to educate and engage more women to make better healthcare choices, and take care of themselves using the best healthcare facilities & educational tools available.



## Partners & Brands on a Mission to Empower Women for Better Health



\* Partners showcased above are not all confirmed partners.

# THE SPONSORSHIP OPPORTUNITY

## WCA will provide\*:

- WCA to distribute **joint press release** announcing the launch of partnership with sponsors and educational partners
- WCA to provide joint press release **template** for sponsor distribution
- Include Sponsor **logo** on program landing page
- **Social media post**/announcements, tagging sponsors
- WCA to provide **social media kit** to promote Know Where to Go, Know What to Do social media posts for the 2022 year.

## Additional:

- National press release announcement for Women's Health Week listing partner and sponsor names (to include stats from women's health survey)
- Announcement in **Becker's Hospital Review** for Women's Health Week in May 2022\* (full page including Sponsor Logos)
- **USA Today** - ½ page, full color ad (Sponsor logos included)
- Additional national media coverage TBD

## Sponsor will provide\*:

- Sponsor to distribute joint press release announcing sponsorship support of the WCA's Know Where to Go, Know What to Do Campaign
- Include **Know Where to Go, Know What to Do** campaign with WCA **as a resource** on Website, back linking to program landing page
- **Social media** post/announcements tagging **Know Where to Go, Know What to Do** campaign with WCA (Social media posts to be provided by WCA, for sponsor to post 1x/month through Dec. 2022)

## Additional:

- Distribute WCA women's health survey to Sponsor's database of women (if applicable) and/or post women's health survey overview in a short blog written by WCA team on Partner's website and/or social media

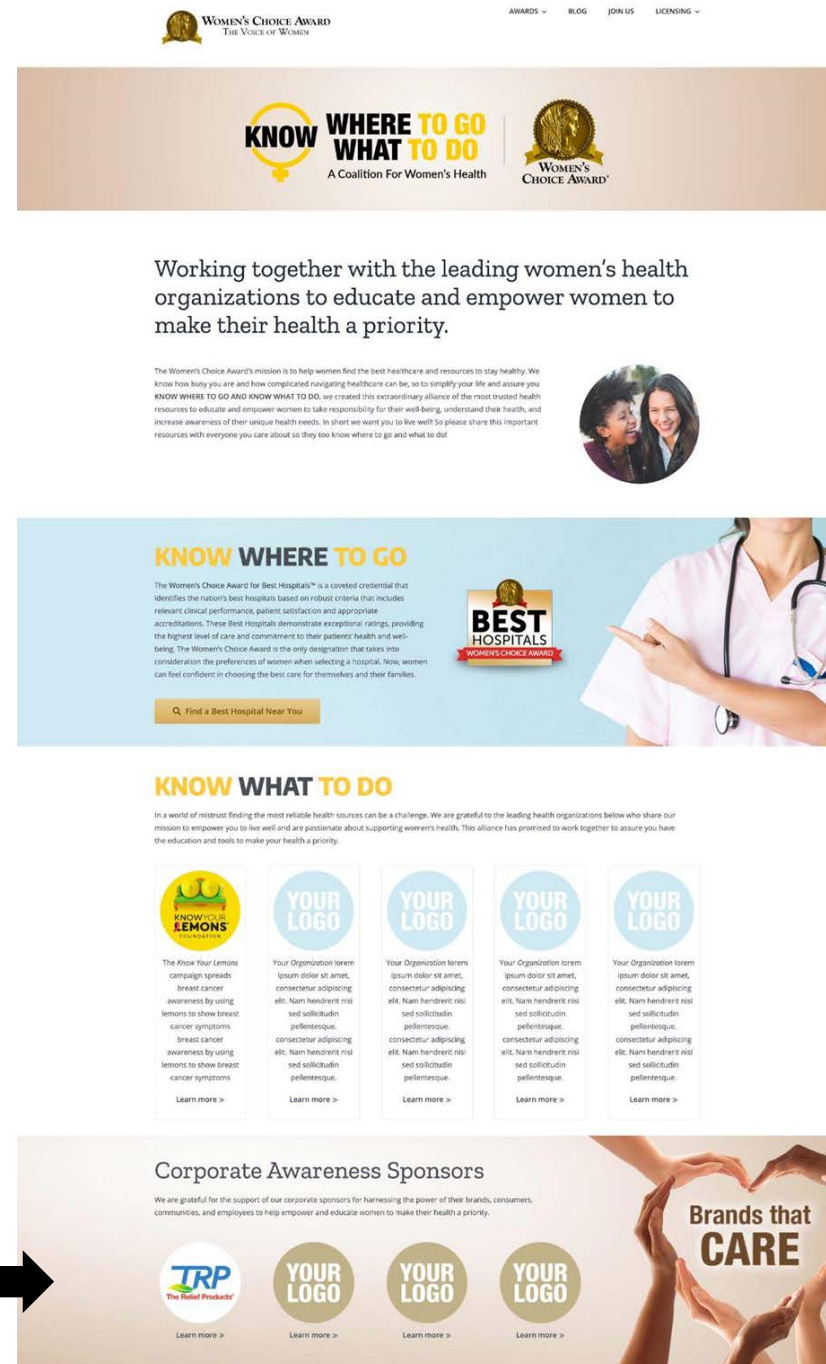
**Cost \$10,000**  
per corporate brand

Value: \$75,000+

\*pending approval

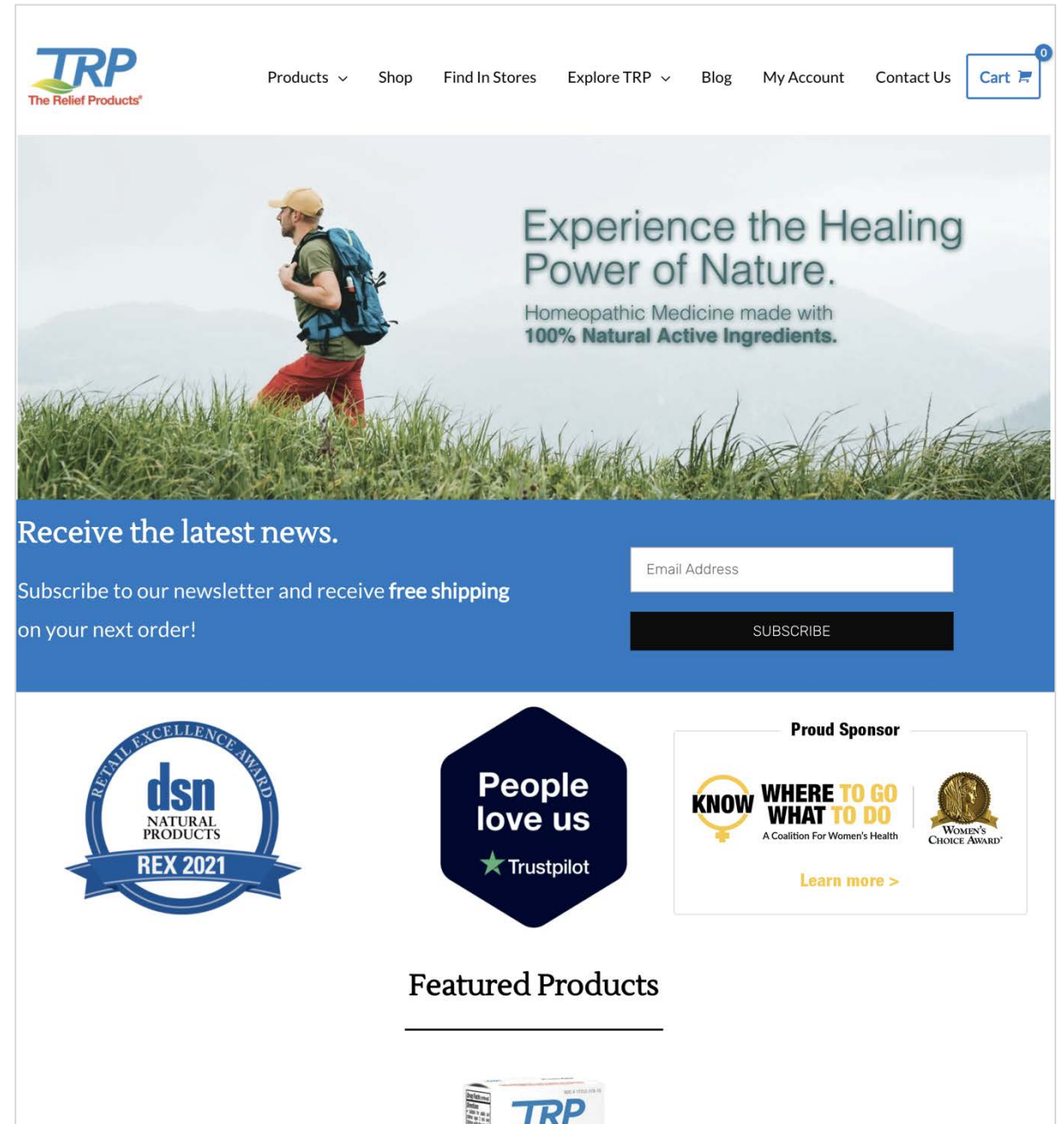
# LOGO FEATURED

*Your logo* will be included on program landing page as a corporate sponsor.



# SPONSOR SUPPORT

Sponsor to promote Know  
Where to Go, Know What to  
Do on corporate, consumer-  
facing website and linking to  
the program landing page.





# SOCIAL MEDIA SPONSOR OUTREACH

Sponsor will promote monthly social media posts, (provided by WCA), promoting Know Where to Go, Know What to Do campaign, linking to program landing page. Messaging will tie into monthly women's health topics.

***Sponsor logo will be included, and company page will be tagged*** in select Know Where to Go, Know What to Do awareness announcements on social media, spotlighting your position as a WCA sponsor joining forces to provide the best healthcare and education for women.



# SPONSORSHIP ANNOUNCEMENTS



WCA will announce  
***Know Where to Go,  
Know What to Do***  
in prominent healthcare  
trade publication and  
national newspaper including  
sponsor logos

[View past examples of WCA In Print >>](#)

BECKER'S  
**HOSPITAL REVIEW**







# WOMEN'S HEALTH SURVEYS

(If applicable)

Sponsor to distribute a WCA women's health survey to Sponsor's database and/or post women's health survey research overview in a short blog written by WCA team on Sponsor's website and/or social media channels





# WHERE TO GO WHAT TO DO

A Coalition For Women's Health



Delia Passi

914-646-1257 (call & text)

[Dpassi@womenschoiceaward.com](mailto:Dpassi@womenschoiceaward.com)

Kathi Waldhof

954-922-0846 x 2

[kwaldhof@womenschoiceaward.com](mailto:kwaldhof@womenschoiceaward.com)