

2020

MARKETING PARTNER SPONSORSHIP

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ABOUT

The Global Workspace Association is the connection point for future-focused flexible office operators, vendors, developers, building owners and investors. The GWA knits together constituents that are focused on helping people to work the way they want, when they want. We serve over 2,000 flexible office/coworking operators with representation on every continent.

Why Sponsor?



You've got the expertise, we've got the audience. The **2020 Marketing Membership Sponsorship** is your opportunity to promote your brand and reach a much wider and targeted audience by removing all geographical restraints. Place your company at the forefront of our industry by partaking in one of three year round partnership with the GWA.

GWA MARKETING MEMBERSHIP



BRAND RECOGNITION

\$100/month or \$1,000/year paid in advance (12 month commitment)

For new brands and small businesses with a blossoming marketing budget that want to be part of the consideration set as coworking space owners make purchasing decisions.

GOALS

HOW WE HELP YOU REACH YOUR GOALS

When someone goes to buy in my category, they know I'm an option.

- Status as GWA member with access to Slack group
- Listed as approved vendor on GWA website with logo and company description

My brand is consistently in front of new and existing operators to grow brand awareness.

- Links to company news included in weekly GWA Coworking Rundown Newsletter
- Can contribute one direct-download resource to the public-facing Resources section on the GWA website (no opt-in required)

GWA MARKETING MEMBERSHIP

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THOUGHT LEADERSHIP & LIST - BUILDING

\$497/month or \$5,000/year paid in advance (12 month commitment)

For established industry players that produce consistent industry content and resources looking to make sure they have ongoing exposure to flexible workspace operators.

GOALS

HOW WE HELP YOU REACH YOUR GOALS

When someone goes to buy in my category, they know I'm an option.	<ul style="list-style-type: none">• Status as GWA member with access to private Slack group• Listed as approved vendor on GWA website with logo and company description
My brand is consistently in front of new and existing operators to grow brand awareness.	<ul style="list-style-type: none">• Links to company news included in weekly GWA Rundown Newsletter
Increase distribution of content marketing materials.	<ul style="list-style-type: none">• 6x/year link to sponsor-created content (non-banner promo ad)
Build email marketing list.	<ul style="list-style-type: none">• Links in GWA rundown newsletter (for line item above) can go to gated content (opt-in required)• Can contribute one direct-download resource to the public-facing Resources section on the GWA website (opt-in required)
Demonstrate thought leadership.	<ul style="list-style-type: none">• Sponsor GWA webinar series (4 Industry-Leadership sponsored webinars are excluded Logo and webinar intro included in 4 webinars)
Ensure company is considered any time there's a purchase made in the category.	<ul style="list-style-type: none">• Banner ad on GWA website (6 months)
Increase exposure to existing and new flexible office operators.	<ul style="list-style-type: none">• 12x/year Social Media promo. Sponsor must provide images and copy

GWA MARKETING MEMBERSHIP

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INDUSTRY LEADERSHIP

\$1,000/month or \$10,000/year paid in advance (12 month commitment)

For companies that have a well-established presence in the industry and are looking to maintain their industry leadership position. This is the ultimate in brand awareness, content marketing and thought leadership.

GOALS	HOW WE HELP YOU REACH YOUR GOALS
Brand recognition.	<ul style="list-style-type: none"> • Status as GWA member with access to Slack group • Listed as approved vendor on GWA website with logo and company description • Links to company news included in weekly newsletter • Included in and tagged as a GWA Member in the Everything Coworking Tech and Tools Guide for 2020 and 2021
Ensure company is considered any time there's a purchase made in the category.	<ul style="list-style-type: none"> • Banner ad on GWA website (12 months)
Increase exposure to existing and new flexible office operators.	<ul style="list-style-type: none"> • 24x/year Social Media promo. Sponsor must provide images and copy .
Demonstrate industry leadership in your category.	<ul style="list-style-type: none"> • Collaborate with the GWA on co-branded and co-promoted downloadable resources and recorded webinars • "Brought to you By" Status on GWA webinar series. Logo on all promotional emails, replay emails and webinar recording page. One speaking slot on a webinar per year. Topic must be developed in collaboration with GWA. • GWA-Produced Resource Sponsorship - Your logo will be included on all resources created by the GWA (min 6 per year)
Build reputation for quality content/resources.	<ul style="list-style-type: none"> • Submit up to 6 guest blog posts per year that are promoted in the GWA's weekly Coworking Rundown newsletter and on social media • Branded resource section for GWA members behind login • Get a persistent direct-download resource slot on the public-facing Resources section on the GWA website (can be gated) https://www.globalworkspace.org/resources/
Create consistent lead-generation opportunities.	<ul style="list-style-type: none"> • Monthly (12x) advertising placements in the GWA's weekly newsletter promoting gated sponsor content
Access to multi-site operators and asset owners	<ul style="list-style-type: none"> • Invitation to sponsor and engage in our virtual and in-person Industry Leadership Forums
Produce and distribute research	<ul style="list-style-type: none"> • Collaboration on industry research initiatives