

2024

ANNUAL PARTNERS

Contact jennifer@globalworkspace.org





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 Partner?



You've got the expertise, we've got the audience. The **2024 Annual Partner Program** 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 partnerships with the GWA.

GWA ANNUAL PARTNER

INDUSTRY PARTNER

\$1,200/month or \$12,000/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 Partner member with access to Slack group for up to 5 employees.• Listed as approved vendor on GWA website with logo, company description, and website back-linked.• 1 Dedicated LinkedIn Post "GWA featured Industry Partner writeup"• Logo on GWA Partner signage at Immersive & Fall Conference
Ensure company is considered any time there's a purchase made in the category.	<ul style="list-style-type: none">• Leaderboard ad on Partner page of website for duration of membership (728x90px)
Increase exposure to existing and new flexible office operators.	<ul style="list-style-type: none">• 12x/year Social Media story. You must provide images and copy for the GWA to post• Links to company news included in weekly newsletter (1 per week) (not a sales piece, can not repeat content, *recent means within the past 30 days)
Demonstrate industry leadership in your category.	<ul style="list-style-type: none">• One panel seat on 1 CCS webinar per year. "Brought to you By" status on GWA CCS webinar, topic to be decided by GWA.• Logo on all CCS Webinar promotional emails, replay emails and webinar recording page.• Branding and shoutout on all other non dedicated webinars.
Build reputation for quality content/resources.	<ul style="list-style-type: none">• 6x/year partner content included in newsletter. Could be blog post, resource, upcoming public webinar, white paper, etc.• Get a persistent direct-download resource slot on the public-facing Resources section on the GWA website (can be gated). Will remain posted for duration of membership.
Create consistent lead-generation opportunities.	<ul style="list-style-type: none">• Once a month banner ad placements in the GWA's weekly newsletter promoting gated sponsor content

GWA ANNUAL PARTNER

...CONTINUED

THOUGHT PARTNER

\$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
Brand recognition	<ul style="list-style-type: none">• Status as GWA Partner member with access to Slack group for up to 5 employees.• Listed as approved vendor on GWA website with logo, company description, and website back-linked.• Logo on GWA Partner signage at Immersive & Fall Conference
My brand is consistently in front of new and existing operators to grow brand awareness.	<ul style="list-style-type: none">• 6x/year Social Media story. You must provide images and copy for the GWA to post• Links to company news included in weekly newsletter (1 per week) (not a sales piece, can not repeat content, *recent means within the past 30 days)
Increase distribution of content marketing materials.	<ul style="list-style-type: none">• 3x/year partner content included in newsletter. Could be blog post, resource, upcoming public webinar, white paper, etc.
Build email marketing list.	<ul style="list-style-type: none">• Get a persistent direct-download resource slot on the public-facing Resources section on the GWA website (can be gated). Will remain posted for duration of membership.
Demonstrate thought leadership.	<ul style="list-style-type: none">• Logo on all non-dedicated CCS Webinar promotional emails, replay emails and webinar recording page.• Logo & shoutout included on non-dedicated CCS Webinar Partner slide.• 2x/year opportunity to provide a blog post that we will share on our websites blog.
Ensure company is considered any time there's a purchase made in the category.	<ul style="list-style-type: none">• Rotating button ad on GWA Partner page for duration of membership.

GWA ANNUAL PARTNER

...CONTINUED

BRAND PARTNER

\$197/month or \$2,000/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.	<ul style="list-style-type: none">• Status as GWA Partner member with access to Slack group for up to 5 employees.• Links to company news included in weekly newsletter (1 per week) (not a sales piece, can not repeat content, *recent means within the past 30 days)
My brand is consistently in front of new and existing operators to grow brand awareness.	<ul style="list-style-type: none">• Listed as approved vendor on GWA website with logo, company description, and website back-linked.• Can contribute one resource to the public-facing Resources section on the GWA website.

GWA ANNUAL PARTNER ...CONTINUED



A La Carte Add On

(pricing and time commitment vary by option)

A la carte options can only be added to one of the three primary marketing membership packages.

A LA CARTE OPTION	PRICING, DESCRIPTION AND DURATION/FREQUENCY
Tuesday Tours	<ul style="list-style-type: none"> • \$1,000 • Branding during live streamed, virtual tours, as well as in promotional images in all social media channels, tour recordings, and newsletter • Monthly
Social Media Posts	<ul style="list-style-type: none"> • \$1,200 • Image and copy posted to GWA Facebook, Instagram and LinkedIn • Once a month for 12 months
Monthly Newsletter Feature	<ul style="list-style-type: none"> • \$3,000 • Promotion of blogs, downloadable resources, etc. in one weekly newsletter per month • Monthly for 12 months
Dedicated Webinar	<ul style="list-style-type: none"> • \$4,000 • Exclusively sponsored webinar with content/speaker collaboration and joint promotion. • One, 60-minute webinar
GWA Website Branding - Subpage	<ul style="list-style-type: none"> • \$4,200 • Choice of Sidebar Banner (V) or 1st Position Alley • 12 months
GWA Website Branding - Homepage	<ul style="list-style-type: none"> • TOP BAND <ul style="list-style-type: none"> • \$12,000 for 12 months • \$8,000 for 6 months • MIDDLE BAND <ul style="list-style-type: none"> • \$8,000 for 12 months • \$6,000 for 6 months • BOTTOM BAND <ul style="list-style-type: none"> • \$6,000 for 12 months • \$4,000 for 6 months
Dedicated Resource Section	<ul style="list-style-type: none"> • \$5,000 • Branded sponsor resource section behind GWA login • 12 months