

2022

MARKETING MEMBERSHIP 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 **2021 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 partnerships 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">• 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">• Button ad on GWA website subpage (6 months)
Increase exposure to existing and new flexible office operators.	<ul style="list-style-type: none">• 12x/year Social Media promo. You must provide images and copy for the GWA to post

GWA MARKETING MEMBERSHIP

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INDUSTRY LEADERSHIP

\$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 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
Ensure company is considered any time there's a purchase made in the category.	<ul style="list-style-type: none">• Lower banner add on GWA website home page (12 months)
Increase exposure to existing and new flexible office operators.	<ul style="list-style-type: none">• 24x/year Social Media promo. You must provide images and copy for the GWA to post
Demonstrate industry leadership in your category.	<ul style="list-style-type: none">• "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.
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• 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. 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

GWA MARKETING MEMBERSHIP

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A La Carte Add On

(pricing and time commitment options 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• Weekly
Social Media Posts	<ul style="list-style-type: none">• \$1,200• Image and copy posted to GWA Facebook, Instagram and LinkedIn• Monthly for 12 months
Monthly Newsletter Feature	<ul style="list-style-type: none">• \$3,000• Promotion of blogs, downloadable resources, etc. in one weekly newsletter a 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