



SPONSORSHIP PACKAGES



@wipa_org



/WIPAINternational



@WIPA_org

WIPATM

Wedding International
Professionals Association

WIPA is a not-for-profit
association for leading wedding
professionals around the world.

WIPA.ORG



Wedding International Professionals Association

PROFILE

WIPA (Wedding International Professionals Association) is a not-for-profit association for leading wedding professionals in North America and soon around the world. Our mission is to provide industry-leading education for our members, produce inspirational networking events and advance the ethical standards of the wedding industry. Launched in 2008, WIPA currently has 15 international chapters across the US and in Ireland. We also have new chapters in formation!

We are seeking sponsorship partners with similar core values, looking to specifically target professional leaders in the wedding industry.

OUR CHAPTERS

- Atlanta
- Chicago
- Colorado
- Dallas
- Ireland
- Las Vegas
- Nebraska
- New Orleans
- New York
- Northwest Florida Panhandle
- Phoenix
- San Francisco Bay Area
- Seattle
- Southern California
- Utah
- And more chapters in formation

MEDIA REACH



2,850 followers



5,265 followers with over 22,000 chapter followers



1,565 followers

WEBSITE STATISTICS



3,600 average website visitors per month



Webinars engage 10-15% of active members monthly



1200+ newsletter member subscribers with a 65%+ open rate





PLATINUM SPONSORSHIP

This sponsorship level is for those organizations that want to closely align with both the WIPA mission and its member base. Platinum sponsors are regularly connected to members via webinars, social media, newsletter inclusions and representation on our website. The sponsorship term is 12 months from date of contract signature. 1 Platinum sponsorship is currently available.

WEBINARS

- One Quarter Webinar Sponsor
 - Verbal mentions at the beginning of each webinar during the selected quarter
- Host 2 wedding education-driven webinars during the selected quarter.
 - Content is subject to approval by WIPA's Director of Education.
- Pre Webinar Social Media teaser live-chat

SOCIAL MEDIA

- Monthly (12) dedicated Instagram timeline posts
- 4 slide Instagram story
- Instagram takeover for a day
 - preplanned and scheduled based on both organization's calendars
- Shared Reel
 - content created by sponsor and shared by WIPA
- Promotion of one product or service giveaway
 - giveaway must be hosted on sponsors channels

NEWSLETTER

- 4 Sponsors Corner highlights (1 per quarter)
- Linked logo in every newsletter during the contract

WEBSITE

- Logo linked on the homepage of WIPA.org
- Logo on member benefits/sponsors page
- Sponsored blog post
 - sponsor provides content and images
- Banner ad on 4 blog posts (1 per quarter)

TOTAL INVESTMENT
\$4,000



GOLD SPONSORSHIP

This sponsorship level is for those organizations that want to create stronger relationships with wedding industry professionals. Gold sponsors will be able to interact with our member base through webinars, social media, newsletter inclusions and representation on our website. The sponsorship term is 6 months from date of contract signature. 2 Gold sponsorships are currently available.

SOCIAL MEDIA

- 4 dedicated Instagram timeline posts
- 4 slide Instagram story
- Shared Reel
 - content created by sponsor and shared by WIPA
- Promotion of one product or service giveaway
 - giveaway must be hosted on sponsors channels



NEWSLETTER

- 2 Sponsors Corner highlights

WEBSITE

- Logo on member benefits/sponsors page
- Sponsored blog post
 - sponsor provides content and images
- Banner ad on 1 blog posts

**TOTAL INVESTMENT
\$2,500**

SILVER SPONSORSHIP

This sponsorship level is for those organizations that want to get in front of targeted wedding professionals. Silver sponsors will get a taste of all the benefits of working with WIPA via webinars, social media, newsletter inclusions and representation on our website. The sponsorship term is 3 months from date of contract signature. 4 silver sponsorships are currently available.

SOCIAL MEDIA

- 2 dedicated Instagram timeline posts

NEWSLETTER

- 1 Sponsors Corner highlights

WEBSITE

- Logo on member benefits/sponsors page

**TOTAL INVESTMENT
\$1,250**





OPTIONS COMPARISON

	Platinum	Gold	Silver
WEBINARS			
Quarterly Webinar sponsor	●		
Host of X webinars during the selected quarter	2		
Pre-Webinar Social media Teaser Chat	●		
SOCIAL MEDIA			
X number of timeline post (instagram)	12	4	2
4 slide story	●	●	
Story Takeover	●		
Shared Reel	●	●	
Promote product or service giveaway	●	●	
NEWSLETTER			
Sponsors corner highlight	4	2	1
Linked Logo in newsletter	●		
WEBSITE			
Linked logo on homepage	●		
Logo on member benefits/ sponsors page	●	●	●
Sponsored Blog post	●	●	
Banner ad on X Blog posts	4	1	

LET'S MAKE THINGS OFFICIAL

CONTACT US TODAY TO GET STARTED!

ASHLEY ALLAN

WIPA International Director of Sponsorships

WIPA Phoenix Member

Ashley@yourjubilee.com



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