



Watertown Business Coalition Annual Sponsorship Opportunities

Who We Are

The Watertown Business Coalition (WBC) is a 501(c)6 non-profit organization whose members are local organizations and individuals seeking to engage with and support Watertown businesses, non-profits and the Watertown community at-large.

Our Audience

Members: 172

Newsletter: 1040 subscribers

Instagram: 627 followers

Facebook: 672 followers



Sponsorships provide members an opportunity to secure prominent marketing and partnership benefits through our digital channels and events. As leaders and supporters of our mission, sponsorships enable us to produce events, grow our advocacy work, collaborate and expand.

We offer two annual sponsorship opportunities as well as customizable event and digital partnerships.

Thank you for considering, I look forward to working with you!

Jessie Cox
Director of Partnerships & Events
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Annual Partnership Opportunities

January 1, 2026-December 31, 2026

Option 1: Community Cornerstone Partners (8 available) \$2,500

For partners seeking the highest level of brand exposure and year-round participation in WBC activities.

Benefits include:

- **Logo** on Homepage and Sponsors Page WatertownBusinessCoalition.com
- **Logo** on Weekly Newsletters
- **Newsletter** Features (2)
- **Social Media** (3 posts, 2 videos)
- **Recognition** at all WBC Events (24+ events!)
- **Watertown Arts Market (WAM!) "Art for All" Sponsorship**
- **Little Local Conversations Podcast**

One 15-20 min podcast episode that includes:

- Dedicated Episode Page on Website
- Homepage Visibility at time of release (5,200 unique annual visitors),
- Promotion in the weekly newsletter (133 subscribers)
- Instagram Post at time of release (234 followers)
- Episode listeners range between 50-400 (100 ave)



Option 2: Community Impact Partners (8 available) \$1,200

Provides strong, consistent visibility and essential support for WBC's community-building initiatives.

Benefits include:

- **Logo** on Sponsors Page of website
- **Newsletter** Feature (1)
- **Social Media**: 1 post
- **Recognition** at all WBC Events (24+ events!)



Event Sponsorship

The WBC hosts 24+ events per year with an average of 40 attendees! This is where the community comes together to network, share ideas, and collaborate.

Types of events include:

- Signature Networking Events
- State of the City
- Watertown Arts Market
- Community STEM Night
- Walk & Talks
- Women in Business
- Contests: PizzaFest and Holiday Decorating Competition!
- Holiday Toy Drive



Event Sponsor: \$500

This option provides the below benefits:

- Logo on digital marketing materials (Event Page, Social Media)
- Prominent Table for Marketing collateral at event
- Up to 5 minutes of speaking time at event
- 1 Feature in WBC Newsletter



Digital Sponsorship Packages

The WBC has customizable partnership opportunities to promote your brand, a special event or initiative through our digital channels.

WBC Marketing Opportunities	WBC Digital Package: \$900	WBC/Little Local Conversations: \$1,200
Newsletter Feature Includes Space for a graphic and description	X	X
WBC Social Media <ul style="list-style-type: none"> One static image on IG/FB One video post with promotional material 	X	X
Ad Space on WatertownBusinessCoalition.com	X	X
Little Local Conversations podcast discovering and connecting the people, places, stories and ideas of Watertown. About the audience: LittleLocalConversations.com : 5,200 unique visitors in 2025! Newsletter: 133 subscribers Instagram: 234 followers Episode Listeners: 40-400 (Average 100)		
One 15-20 min featured event podcast episode that includes digital promotion on: <ul style="list-style-type: none"> Homepage at time of release An Episode Page and appearance in the podcast feed Embed code to share episode on any web page Newsletter feature Instagram Post 		X



Mount Auburn Cemetery's SOLSTICE Returns

Mount Auburn Cemetery's [SOLSTICE: Reflections on Winter Light](#) returns December 5-21! Experience Mount Auburn in a new light through four new large-scale light and sound installations, the Lantern Walk, and the beloved Candle Lighting tradition with live music. This unique winter experience invites visitors to reflect, connect with nature, and celebrate the season!

Tickets and details at mountauburnsolstice.org

Bringing a spotlight on Solstice in 2025