



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!)

