



2022 OFFERINGS



## TODAY'S VIRTUAL WELLNESS LANDSCAPE

**Stress is at an all-time high. We're re-defining how we live and work. The focus has shifted to supporting a hybrid workforce that is experiencing high rates of burnout, anxiety and overwhelm. Employees are demanding comprehensive support for their well-being from their employer.**

Given the chronic nature of today's stressors, keeping employees motivated to take care of themselves is a complex endeavor that requires great attention to detail as well as support from a knowledgeable resource.

Our goal is to give employees the tools to build a daily self-care practice to sustain them through life's challenges so they can be more resilient. We offer energizing weekly classes, special events, and custom annual programs to keep employees interested, accountable and engaged.



## WHY URBAN BALANCE?

### **We're your premium, concierge one-stop shop.**

Urban Balance is a full-service well-being agency, here to support your company and its employees every step of the way.

#### **We handle:**

- Customized, live and on-demand class content and delivery
- Project management and participation tracking
- Marketing communications

#### **Benefits of working with us:**

- We work directly with you to create a customized program or special event that aligns with the company's culture, wellness strategy, and business goals
- Our live classes encourage employee interaction and offer a much-needed sense of community for a hybrid workforce
- We value diversity and inclusion and aim to deliver classes and webinars that are as welcoming as possible





## ABOUT OUR PROGRAMS

### **Employee well-being is now a top priority.**

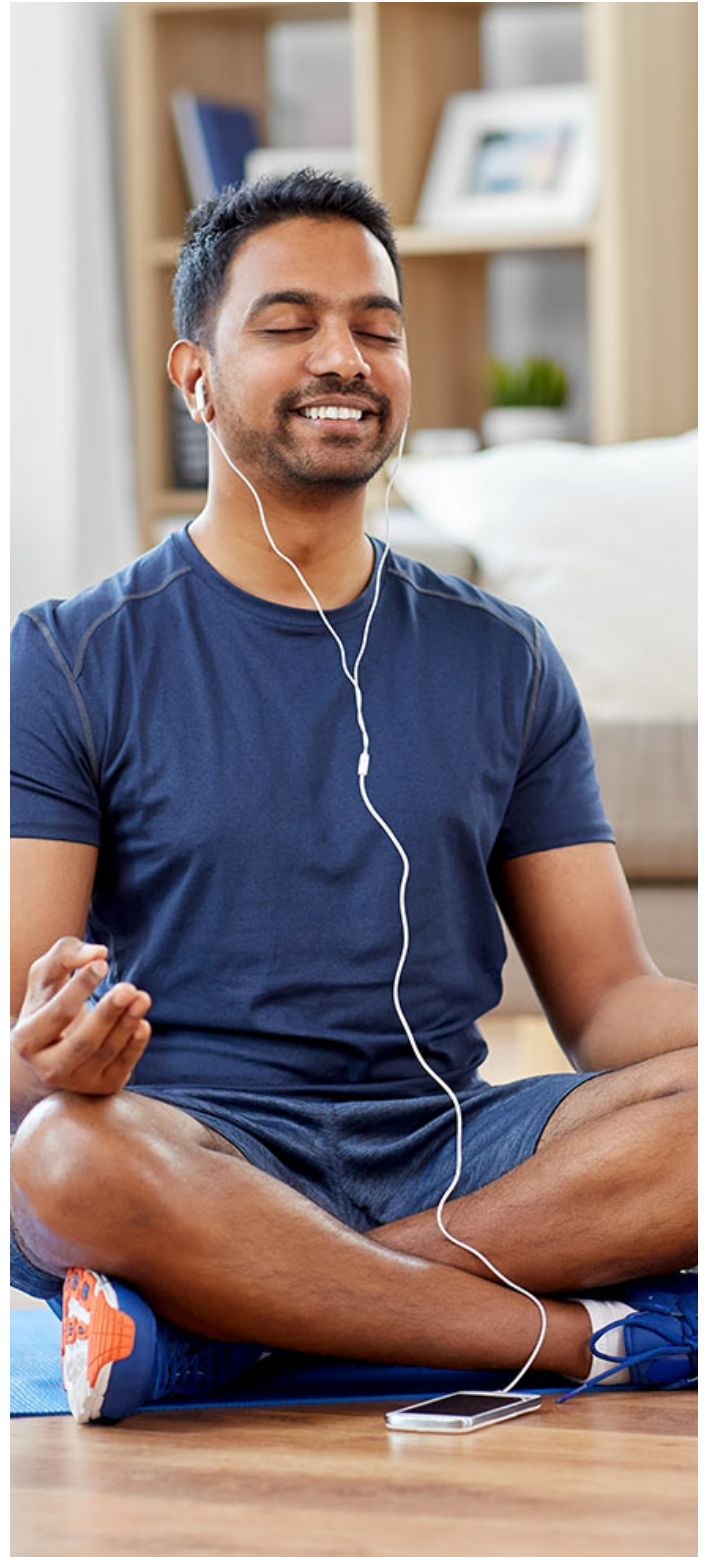
Burnout, stress, addiction relapse, loneliness and anxiety are just a few of the afflictions that employees experience daily in today's climate.

We have found that consistency and discipline in daily practices of movement, meditation, nutrition, and positive mindset are critical to employee mental health and well-being.

Based on information you provide, we will create a well-being program or special event catered specifically to the needs of your employees and clients.

### **BENEFITS OF COMMITTING TO AN ANNUAL PROGRAM**

- Discounted class rates
- Support for wellness coordinator or HR
- Membership platform with better security and data analytics
- Marketing materials to support participation and engagement
- Variety of services under one invoice per month



## 2022 VIRTUAL ANNUAL PROGRAMS

### ELEVATE

SERVICE	PER YEAR
MOVEMENT	52 classes: 1x / week
MEDITATION	4 classes
SPECIAL EVENT	2 hours
NUTRITION	1 nutrition talk 1 nutrition & cooking demo
WEBINAR	1 webinar
EXTRAS	Membership Platform Surveys Communication Support Program Coordination

**CONTACT US FOR MORE DETAILS  
AND PRICING**

### AWAKEN

SERVICE	PER YEAR
MOVEMENT	52 classes: 1x / week
MEDITATION	12 classes: 1x / month
SPECIAL EVENT	3 hours
NUTRITION	1 nutrition talk 1 nutrition & cooking demo
WEBINAR	3 webinars
EXTRAS	Membership Platform Surveys Communication Support Program Coordination

**CONTACT US FOR MORE DETAILS  
AND PRICING**



*All classes & webinars are 60 minutes.*

## VIRTUAL ANNUAL PROGRAMS

### TRANSCEND

SERVICE	PER YEAR
MOVEMENT	104 classes: 2x / week
MEDITATION	24 classes: 2x / month
SPECIAL EVENT	4 hours
NUTRITION	3 nutrition talks 3 nutrition & cooking demos
WEBINAR	6 webinars
EXTRAS	Membership Platform Surveys Communication Support Program Coordination

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### ENLIGHTEN

SERVICE	PER YEAR
MOVEMENT	156 classes: 3x / week
MEDITATION	52 classes: 1x / week
SPECIAL EVENT	4 hours
NUTRITION	3 nutrition talks 3 nutrition & cooking demos
WEBINAR	6 webinars
EXTRAS	Membership Platform Surveys Communication Support Program Coordination

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*All classes & webinars are 60 minutes.*

## ABOUT OUR EXTRAS

### MEMBERSHIP PLATFORM

With every annual program, companies receive a customized web portal on our website with a membership system for employees to use to access live or on-demand classes and webinars. Using our portal means you get insightful data, better security, and targeted campaigns to boost engagement.

### SURVEYS

Conduct Pre-Survey for employer and employees; collect & analyze data, provide results and recommendations to customize the wellness program for the year. At mid-point in the year, conduct an In-Progress Survey to ensure Urban Balance is meeting the company's program goals/measures. Conduct an End-of-Year Survey to review program successes and make any necessary changes and/or upgrades.

### COMMUNICATION SUPPORT

Strategies and marketing materials to inform and engage employees for optimum participation and business impact. The specific deliverables depend on the program chosen and the unique needs of the company.

### PROGRAM COORDINATION

Urban Balance provides support for your strategic goals by coordinating and implementing the wellness program and supporting the internal wellness contact with daily tasks and program deliverables. This includes, but is not limited to, customizing wellness solutions, scheduling, instructor support, tracking participation, and collecting feedback.

### USAGE TERMS

All on-demand a la carte offerings are available for viewing for up to one month after purchase per class. To extend access offerings longer and begin building your own internal library, you must invest on a monthly basis. Contact us for more details.





## HOLISTIC BUNDLES

Our bundles are a smaller sample of our annual programs and are a great way for you to get to know us.

**There is a one-time set-up fee for a password-protected webpage.**



### FIRST STEP

**3 classes**

**(must be used within 3 months)**

- 60 min movement or meditation class
- 60 min nutrition talk or cooking class
- 60 min wellness webinar
- Customized flyer with company logo
- Optional customized survey

### INTERNAL SHIFT

**6 classes**

**(must be used within 6 months)**

- (2) 60 min movement or meditation classes
- (2) 60 min nutrition talks or cooking classes
- (2) 60 min wellness webinars
- Customized flyer with company logo
- Optional customized survey

### TRANSFORMATION SECTION

**12 classes**

**(must be used within 12 months)**

- (4) 60 min movement or meditation classes
- (4) 60 min nutrition talks or cooking classes
- (4) 60 min wellness webinars
- Customized flyer with company logo
- Optional customized survey

**CONTACT US  
FOR MORE DETAILS AND PRICING**



## CUSTOMIZED VIRTUAL RETREAT

Design a virtual wellness retreat experience tailored to your employees' needs. This fully customizable option invites employees to enjoy all the relaxation, bliss, and centering of a wellness retreat within the safety of their own home or office.

We will create an itinerary based on your company demographics and preferences with movement classes, meditation, wellness webinars, nutrition talks and cooking demos.

**Single-day and multi-day retreats available.  
Contact us to plan your retreat.**

### **Sample Schedule:**

12pm: Welcome & Meditation  
1pm: All Levels Yoga / Pilates class  
2pm: Nutrition Talk: Smoothies  
3pm: Break  
3:30pm: Wellness Webinar: *Foundations of Self-Care*  
4:30pm: Break  
5pm: Nutrition class with dinner preparation  
6pm: Community dinner on Zoom & closing

## ON-DEMAND CLASS LIBRARY

Provide employees with unlimited access to hundreds of tools, exercises & resources to support whole person wellness, health and optimal wellbeing.

### **What's Included:**

- 350+ on-demand wellness videos
- A variety of movement classes including yoga, Pilates, HIIT, barre sculpt, and tai chi & qigong
- Nutrition Talks & Cooking Demos (includes recipes)
- Mindfulness Talks & Guided Meditation Practices
- Wellness & Self-Care Webinars

**Company pricing based on the number of employee memberships.**



## VIRTUAL WELLNESS WEEK

If you're looking to offer a longer event that includes a diverse array of topics spread out across several days, host a virtual wellness week. In collaboration with our experienced team of corporate wellness professionals, we'll present your employees with a rich blend of webinars that illuminate the areas of well-being that are most important to them, including mental, financial, physical, environmental and nutritional/social well-being.

One benefit to this format is that it allows more time for employees to digest the content and consider how they might apply what they've learned to their daily lives.

We recommend offering this event live with recordings for employees to watch later.



## VIRTUAL HEALTH FAIR

Is your company planning a virtual health or benefits fair? These events are a great way to help employees take initiative over their well-being by showing up to interact with a variety of wellness experts while learning about the benefits and services that are available to them.

Consider tying in benefits providers you haven't worked with before to help keep things fresh. Offer a meditation session or movement class, or even a nutrition demo as part of the event. Providing opportunities for experiential learning through classes and webinars can help keep these events fun and informative while building community.



## MEETINGS

Add the gift of mindful movement and/or meditation to your leadership meetings, trainings, or special events.





FOR INQUIRIES & MORE DETAILS  
PLEASE CONTACT US

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