

# NASFAA Webinar Sponsorship Opportunities

Revised May 2024





## NASFAA WEBINAR SPONSORSHIP

NASFAA brings continuing education to its members via livestreamed webinars and recorded sessions available on demand. Member institutions can invite an unlimited number of people from their organization to participate with just one site license. This enables individuals to view and learn from any location that is WiFi accessible. Webinars cover a variety of topics and last from 60 to 90 minutes.

Averaging more than 4,000 registrations per webinar, NASFAA webinars provide significant touch-points for your brand and brand ambassador. The following details the ways in which a webinar sponsorship can provide a showcase for your products and significant exposure for your brand, and generate leads, all in a virtual environment. The live and on-demand access directly links interested individuals to you.

Webinar sponsors will have the opportunity to meet with NASFAA staff and choose from the options outlined to design a sponsorship comprised of their established content, images, and links that are then associated with the live event and accessible to registrants an additional 12 months in the on-demand library. *(NASFAA routinely reminds all members of the on-demand library throughout the year following the livestream.)*

# ON24 Registration Page

1. As a sponsor, your logo and description would appear on the webinar registration page along with a link to your desired URL.

2. You will have the option to provide a PDF with information about your products and services to be included in the webinar Handouts area.

*On-demand viewing of sponsored webinars retain all widgets, images and links associated with the live webinar.*

The screenshot displays the NASFAA registration page. The top navigation bar is blue with the NASFAA logo. The page is divided into two main columns. The left column, titled 'Overview', contains fields for Title, Date, Time, and Duration (1 hour). Below this is a 'Register Now' button and a link for 'Already Registered?'. A registration form follows with fields for First Name\*, Last Name\*, Email\*, and Institution. A 'REGISTER' button is at the bottom of the form. The right column, titled 'Summary', includes a text block with a red circled '1' next to it, a 'blue icon advisors' logo with a thank-you message, a 'Technical Notes' section with three bullet points, and a 'Handouts' section with a red circled '2' next to it. The 'Handouts' section lists 'Webinar Handout' and 'Sponsor's Handout (PDF of information they'd like to highlight)'. The 'blue icon advisors' logo and the 'Handouts' section are also circled in red.

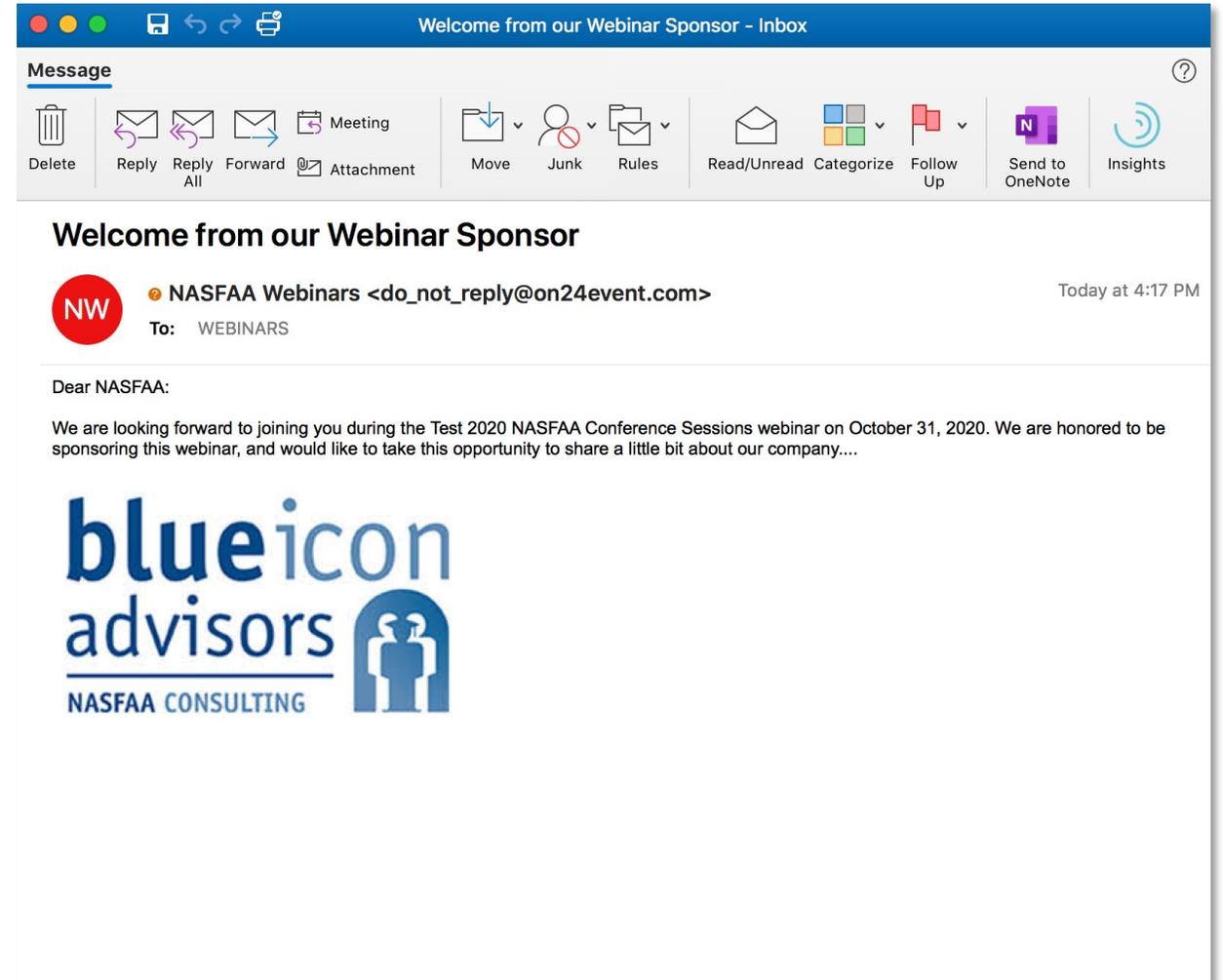
# Sponsor Recognition Emails

Sponsors can elect to have NASFAA send an email to all webinar registrants on their behalf. The email content will be provided by the sponsor, and reviewed by NASFAA's editorial staff, and may include links to and images of the sponsor's products and services.

Additionally, NASFAA will acknowledge the sponsor in three emails that will be sent to all registrants:

1. Webinar registration confirmation email
2. Reminder email before the live webinar
3. Email announcing the recording is now available to be watched on demand

*This sponsorship package includes a total of 4 emails mentioning/promoting the sponsor.*



# Webinar Console – Showcasing the Sponsor Logo

The sponsor can supply their logo for NASFAA to include; it will be visible throughout the live & on-demand webcast.

The screenshot displays a webinar console interface with several panels:

- Audio/Video:** A panel on the top left showing a video player with the ID `384X216 (16:9)`.
- Meet the Presenter(s):** A panel on the top right featuring the **blueicon advisors** logo and the text "Webinar Sponsor" and "Sponsor Organization".
- Slides:** The central panel displays a slide with the text "Thank you to our webinar sponsor, Your Organization!" and the **blueicon advisors** logo, which includes the text "NASFAA CONSULTING".
- Questions?:** A panel on the middle left with a text input field labeled "Enter your question" and a "Submit" button.
- Attendee Chat:** A panel on the middle right with a "Send a message" input field.
- Webinar Notes:** A panel on the bottom left showing "NASFAA Webinars".
- Certificate of Attendance:** A panel on the bottom right showing "Criteria for Full Credit" with a radio button and "Minutes to Watch: 60".
- Footer:** A large **blueicon advisors** logo is positioned at the bottom left of the console. A navigation bar at the bottom center contains icons for audio, settings, calendar, chat, document, people, checklist, refresh, mail, and help.

# Webinar Console Logos

The image of the sponsor's logo can link to a URL of their choosing.

The logo should be at least 200x200 pixels.



# Webinar Console – Promo Slides

The slide will display during the 15-minute period when attendees can login before the webinar begins.

The icon used for the “Contact Us” widget is customizable. The sponsor can opt to use their logo or a photo of a staff member. The icon should be 48x48 pixels.

Example:



## Get to know our webinar sponsor, Your Organization!



Download the handout



Meet their representative



Send them an email if you're interested in learning more!



Opt-In to receive more information on the Feedback Survey when the webinar concludes

# Webinar Console – Promo Slides

During the introduction of the webinar, the sponsor will be acknowledged and thanked. The moderator will read a brief statement that has been provided by the sponsor.

The logo provided for inclusion on the accompanying PowerPoint slide should be at least 200x200.

Thank you to our webinar sponsor,  
Your Organization!



# Webinar Console – Handouts & Resources

The sponsor can provide a PDF, URL or both of their choosing that is housed with all webinar topic handouts and resources.



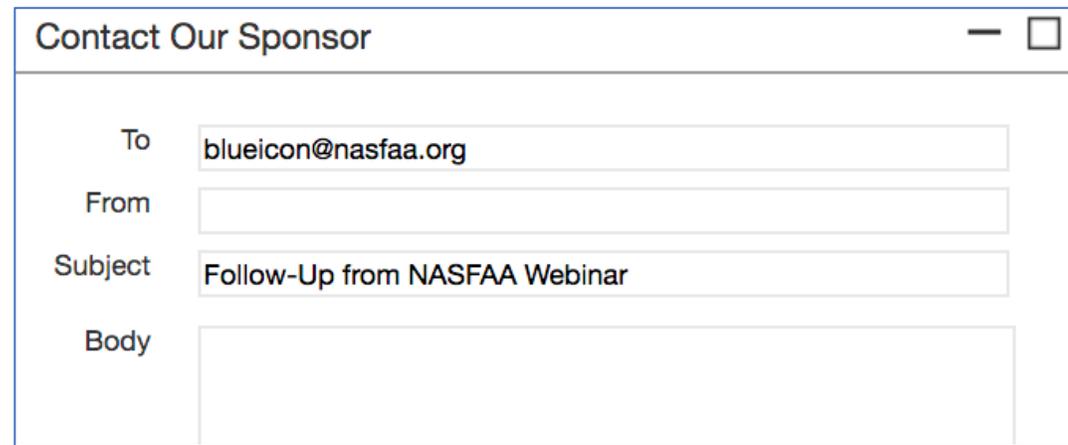
# Webinar Console – Contact Form (Lead Generation)

Webinar attendees will be able to reach out to the sponsor via email.

The icon used for the “Contact Us” widget is customizable.

The icon should be 48x48 pixels. The widget is visible and operational throughout the live and on-demand broadcasts.

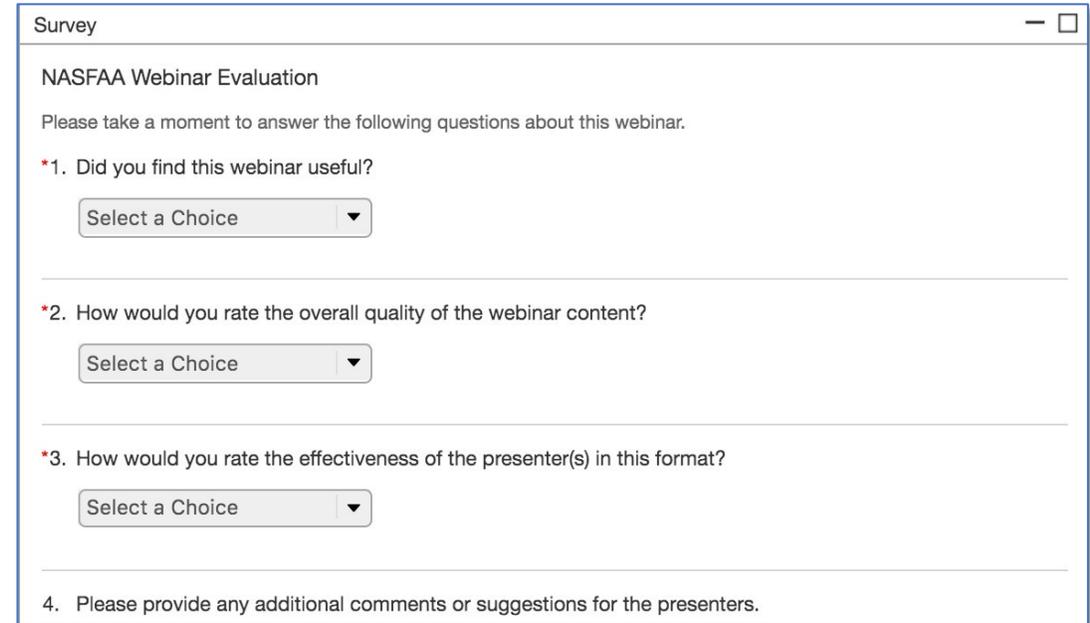
Example:



To	<input type="text" value="blueicon@nasfaa.org"/>
From	<input type="text"/>
Subject	<input type="text" value="Follow-Up from NASFAA Webinar"/>
Body	<input type="text"/>

# Webinar Console – Survey Question (Lead Generation)

A survey question can be added allowing webinar attendees to ask for more information from the webinar sponsor. This is an “opt-in” option and is available in addition to the "Contact Us" widget. NASFAA would share the name/contact information (including email addresses) of those that indicate they would like to be contacted by the sponsor.



The screenshot shows a browser window titled "Survey" with a close button in the top right corner. The main heading is "NASFAA Webinar Evaluation". Below the heading is the instruction: "Please take a moment to answer the following questions about this webinar." There are four questions listed:

- \*1. Did you find this webinar useful?  
Select a Choice
- \*2. How would you rate the overall quality of the webinar content?  
Select a Choice
- \*3. How would you rate the effectiveness of the presenter(s) in this format?  
Select a Choice
- 4. Please provide any additional comments or suggestions for the presenters.

# Additional Logo Placement and Promotion

- Sponsorship promotion in *Today's News*, NASFAA's daily newsletter that goes out to more than 29,500 subscribers
  - This can include a link to a desired URL.
  - Occurs with all event promotion for the webinar
    - Please note: The number of times each webinar is promoted in *Today's News* depends on registration numbers. If registration is not as high as expected, there are more promotions.)
- Sponsorship on the NASFAA Webpages
  - Logo and promotional text & link on webpage associated with the webinar [registration](#) page



The screenshot displays the NASFAA website interface. At the top, the NASFAA logo is on the left, and navigation links for 'myNASFAA', 'LOG OUT', and a search bar are on the right. Below the header is a horizontal menu with categories: NEWS, TRAINING & EVENTS, TOOLS & RESOURCES, ADVOCACY, POLICY & RESEARCH, MEMBERSHIP, and ABOUT NASFAA. A welcome message and a 'Show Dashboard' link are visible below the menu. The main content area features three promotional banners. The first banner on the left shows a computer monitor with a video conference icon. The middle banner, highlighted with a red border, promotes an 'Upcoming Annual Business Meeting & Policy Update Webinar - 2:00 PM ET' with a photo of a person at a computer. The right banner, highlighted with a green border, features a speech bubble with the number '10' and the text 'Recommendations Experienced Financial Aid Professionals Have for Those Who Are New to the Field', with a right-pointing arrow.