

NASFAA Webinar Sponsorship Opportunities

Revised April 2020





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.

3. At the beginning of the live webinar, the moderator will announce you are the sponsor and read a brief sponsor statement (to be supplied by you). The moderator will also thank you at the webinar's conclusion.

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

NASFAA
NATIONAL ASSOCIATION OF STUDENT FINANCIAL AID ADMINISTRATORS

Overview

Title: Test 2020 NASFAA Conference Sessions
Date: Saturday, October 31, 2020
Time: 09:00 AM Eastern Daylight Time
Duration: 1 hour

Register Now [Already Registered?](#)

First Name*
Last Name*
Email*
Institution

*Denotes required.

REGISTER

You must have Javascript and Cookies enabled to access this webcast.
Click [here](#) for Help.

Summary

Stay tuned to *Today's News* for more information on this webinar topic.

blueicon advisors Thank you to NASFAA's Blue Icon Advisors for sponsoring this webinar! During the webinar you will have the opportunity to hear from a representative from Blue Icon, and can reach out via email to request more information about their services.

Technical Notes


- [Test Your System](#)
- Use [Google Chrome](#) (Internet Explorer is not compatible with the webinar platform)
- Review NASFAA's [Technical Notes](#)

Handouts

Handouts are available to download below:

[Webinar Handout](#)
[Sponsor's Handout](#) (PDF of information they'd like to highlight)

Speakers

 **Mandy Sponholtz**
Director of Operations
NASFAA Standards of Excellence (SOE) Review Program
and Blue Icon Advisors

Mandy Sponholtz is the Standards of Excellence Administrator for NASFAA. In this role, she supports over thirty peer reviewers across the country who perform SOE reviews throughout the year, manages the daily operations of the SOE program, and looks for ways to improve and expand this service.

Mandy began her career as a student employee at Fort Hays State University, where she earned her bachelor's degree. She then worked as a financial aid counselor and assistant director at the University of Kansas while earning her master's degree in higher education administration. She also served as the Secretary and Treasurer of KASFAA (Kansas). From there, Mandy conducted training sessions and provided policy guidance to schools nationwide, assisting them on how to interpret the thousands of Title IV rules and regulations. She joined NASFAA in 2015 as a Policy Analyst, and is excited to be serving NASFAA members in the SOE Administrator role.

Mandy telecommutes from her home in Lawrence, Kansas, where she lives with her husband Scott (also a financial aid administrator) and their two children.

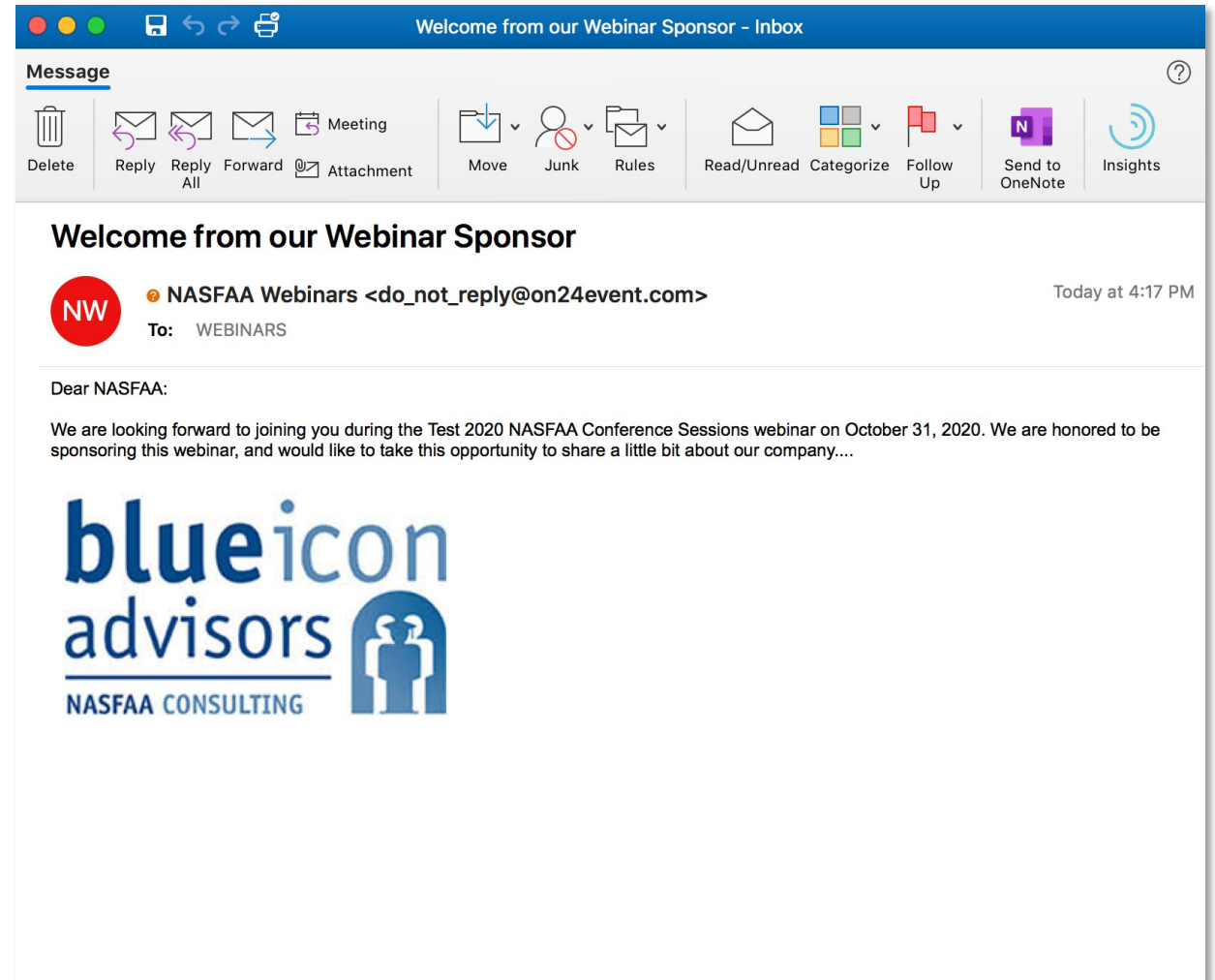
Sponsor Recognition Emails

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.

Sponsored by:
blue icon advisors
NASFAA CONSULTING

Q&A

Enter your question

Handouts & Resources

- Webinar Sponsor Handout
- NASFAA Technical Support Webpage

Slides

Get to know our webinar sponsor, Blue Icon Advisors!

- Download the handout
- Meet their representative
- Send them an email if you're interested in learning more!

Contact Our Sponsor

To: blueicon@nasfaa.org
From:
Subject: Follow-Up from NASFAA Webinar
Body:

Tech Tips

Best Practices for Optimal Webinar Experience!

- Audio will stream through your computer speakers/headphones.
- For the best experience, use **Google Chrome** as your browser. Internet Explorer is not compatible with the webinar platform.
- If you don't hear the presenters shortly after 2 PM ET, please refresh your browser.
- If you experience technical issues, please try the following:
 - Refresh the page by hitting F5 (PC) or Command + R (Mac) on your keyboard
 - Switch browsers
 - Log out and back into the web event
 - Close your pop-up blocker

- If you hear an echo, check to see if you have duplicate copies of this program open. You may also need to refresh your browser.

- Alert us to any technical issues in the Q&A widget.

Reminder: This widget and all others can be moved, resized, minimized, or maximized whenever you like.

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Media Player

Tech Tips ? Slides Video Q&A Chat Sponsor

POWERED BY ON24

Webinar Console – Logo Option to include a Tagline

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

The background image must be 1900x1200.

The screenshot displays a webinar console interface for Blue Icon Advisors. At the top left is the Blue Icon Advisors logo with the tagline "Trusted advisors to the financial aid community." and "NASFAA CONSULTING". The main content area is divided into three panels: "Q&A" with a text input field and a "Submit" button; "Slides" showing a slide titled "Get to know our webinar sponsor, Blue Icon Advisors!" with bullet points: "Download the handout", "Meet their representative" (with a dashed arrow pointing to a person icon), and "Send them an email if you're interested in learning more!" (with a "Contact Our Sponsor" form below); and "Tech Tips" with the heading "Best Practices for Optimal Webinar Experience!" and a list of instructions. The bottom of the console features a navigation bar with icons for Tech Tips, a question mark, a chat icon, a video icon, Q&A, a person icon, a document icon, a list icon, and the Blue Icon Advisors logo. The bottom right corner includes the NASFAA logo and the text "POWERED BY CN24".

blue icon advisors
NASFAA CONSULTING

Trusted advisors to the financial aid community.

Q&A

Enter your question

Handouts & Resources

- Webinar Sponsor Handout
- NASFAA Technical Support Webpage

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blue icon advisors
NASFAA CONSULTING

Slides

Get to know our webinar sponsor, Blue Icon Advisors!

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Contact Our Sponsor

To: blueicon@nasfaa.org
From:
Subject: Follow-Up from NASFAA Webinar
Body:

Sponsored by:
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NASFAA CONSULTING

Tech Tips

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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.

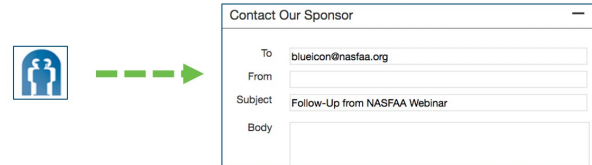
The icon used for the “Contact Us” widget is customizable. The sponsor can opt to use their logo or a photo of a staff member. The icon should be 48x48 pixels.

Example:



Get to know our webinar sponsor, Blue Icon Advisors!

- Download the handout 
- Meet their representative 
- Send them an email if you're interested in learning more!



© 2020 NASFAA

Sponsored by:
blueicon
advisors
NASFAA CONSULTING 

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.

Sponsored By



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:




Contact Our Sponsor	
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 – Sponsor Information


The sponsor can include a bio, photo, and linkable email address for one of its representative in the "Speakers" area of the console.

Sponsor bio pictures should be 90x90 pixels.

Speakers



Mandy Sponholtz
Director of Operations
NASFAA Standards of
Excellence (SOE) Review
Program and Blue Icon
Advisors

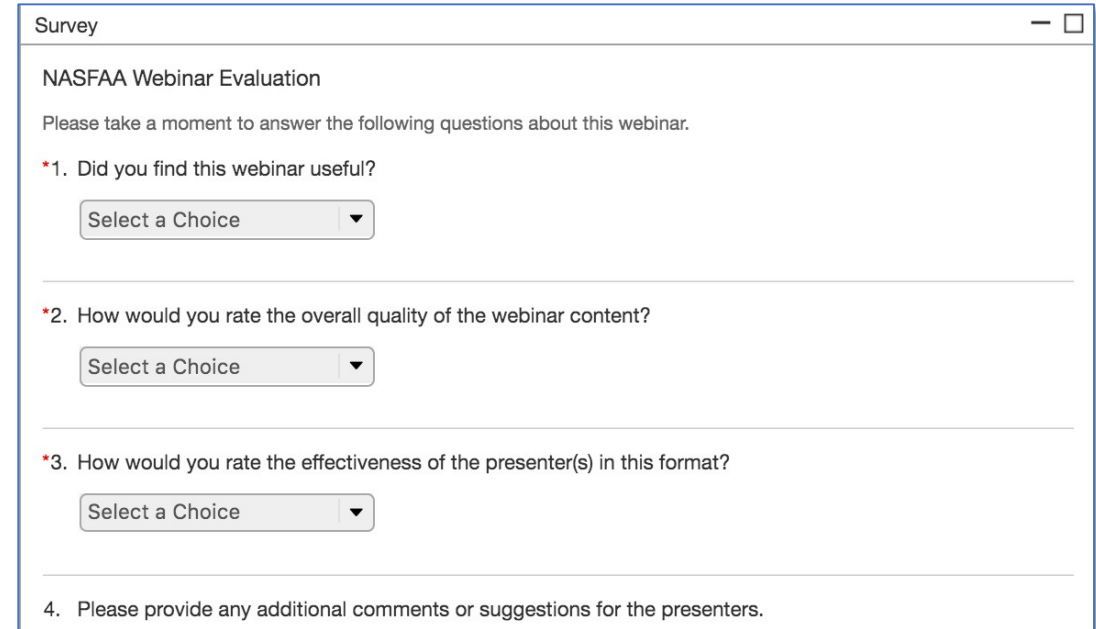


▼ Mandy Sponholtz is the Standards of Excellence Administrator for NASFAA. In this role, she supports over thirty peer reviewers across the country who perform SOE reviews throughout the year, manages the daily operations of the SOE program, and looks for ways to improve and expand this service.

Mandy began her career as a student employee at Fort Hays State University, where she earned her bachelor's degree. She then worked as a financial aid counselor and assistant director at the University of Kansas while earning her master's degree in higher education administration. She also

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 three numbered questions, each with a dropdown menu:

- *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

Question 4 is partially visible at the bottom: "4. Please provide any additional comments or suggestions for the presenters."

Additional Logo Placement and Promotion

- Sponsorship promotion in *Today's News*, NASFAA's newsletter that goes out each weekday morning to more than 24,000 subscribers
 - This can include a logo as well as 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 expected, there are more promotions.)
- Sponsorship on the NASFAA Website
 - [Slider](#) with logo promoting the webinar (as shown in the image to the right)
 - [Webpage](#) associated with the webinar

