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.)*

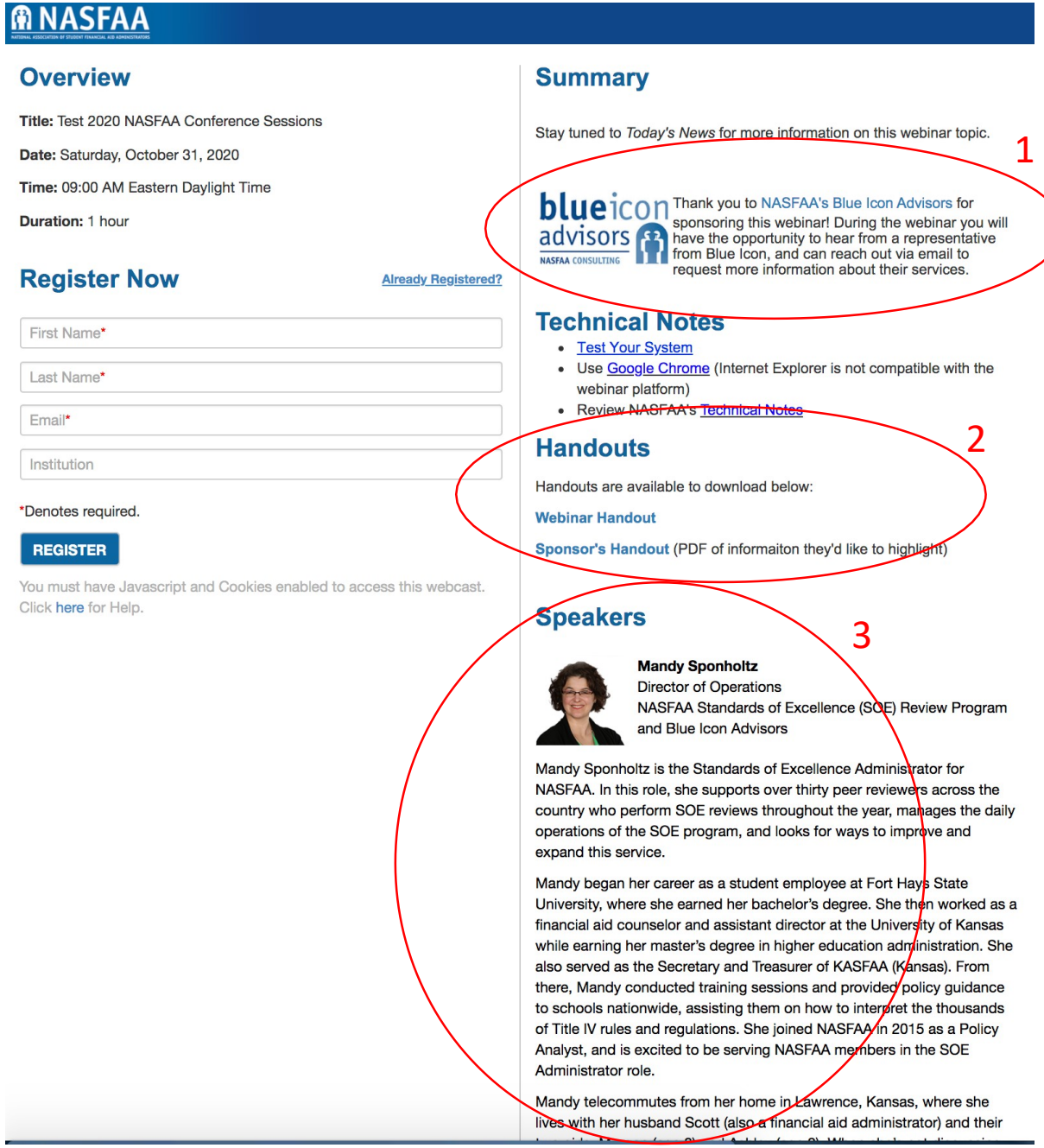
ON24 Registration Page

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.



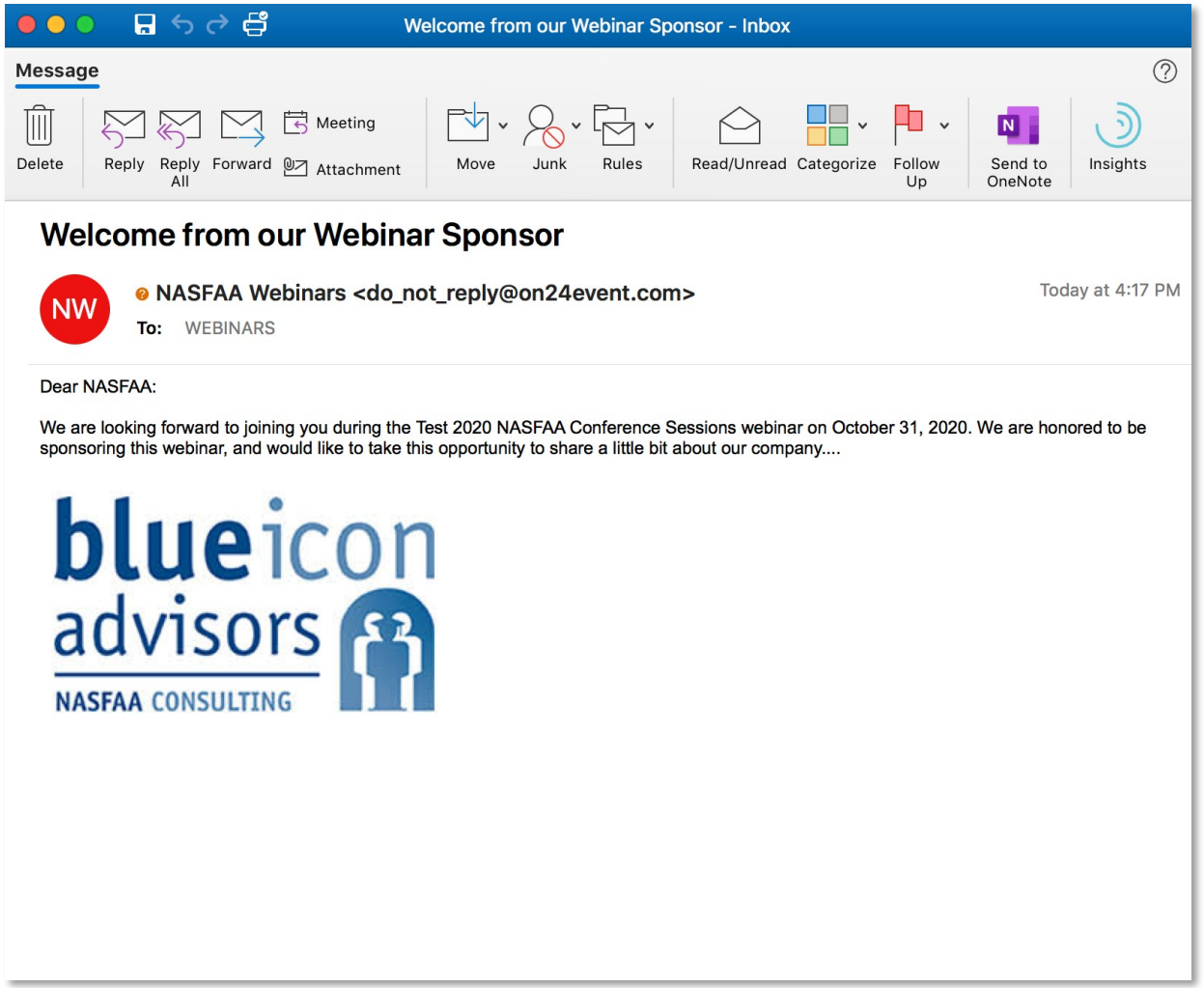
Sponsor Recognition Emails

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:

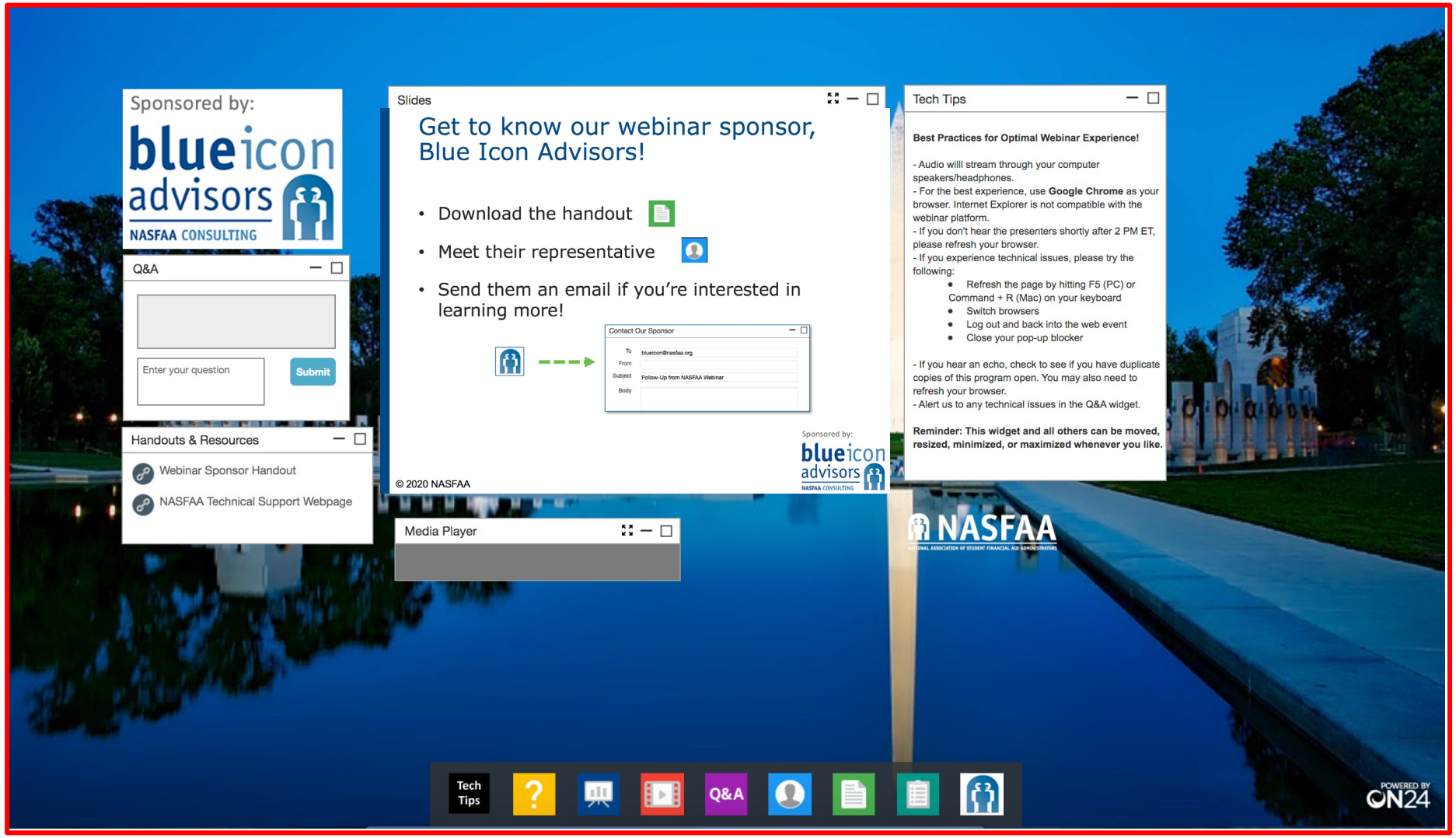
1. Webinar registration confirmation email
2. Reminder email before the live webinar
3. Email announcing the recording is now available to be watched on demand

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



Webinar Console – Showcasing the Sponsor Logo

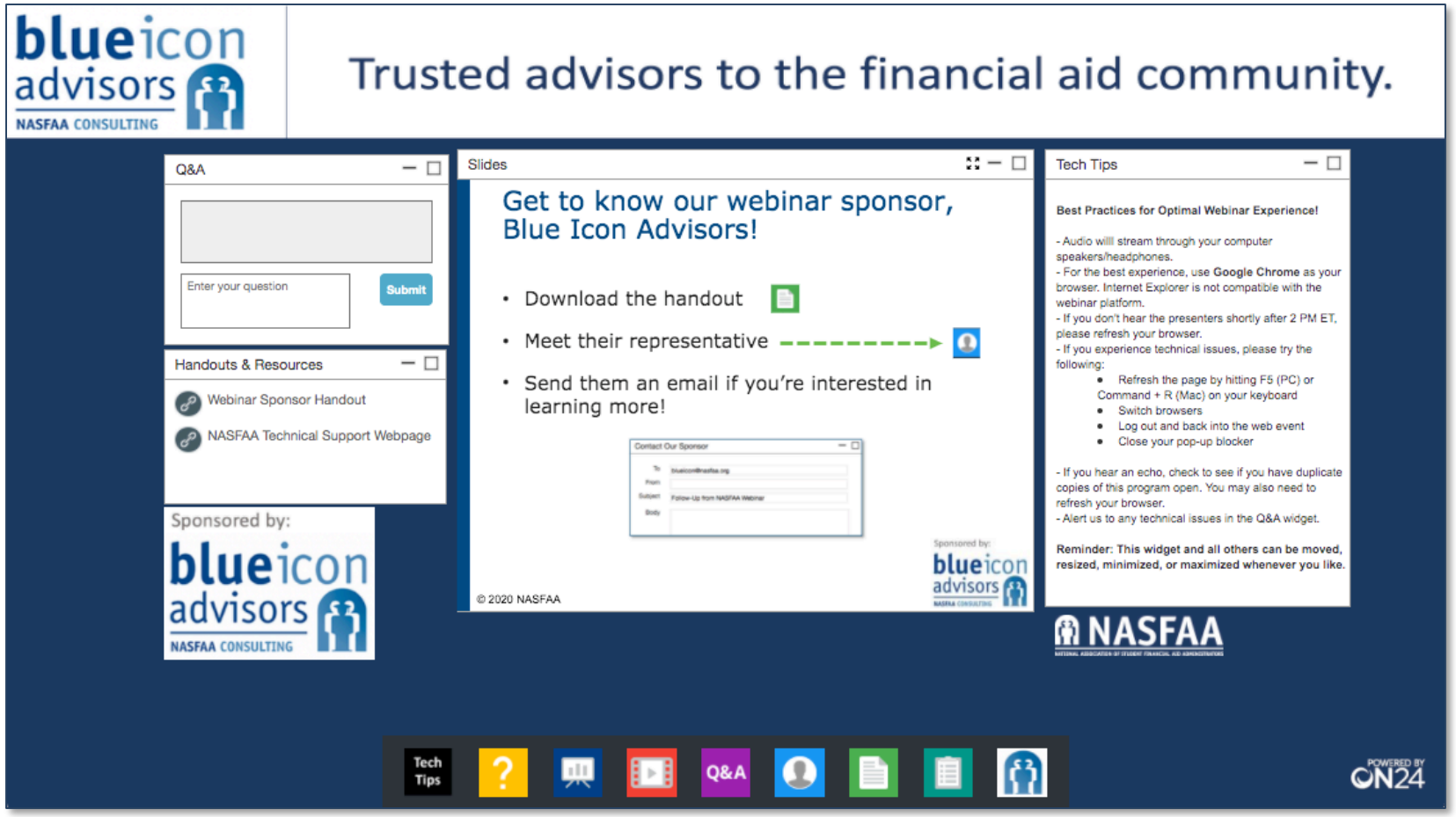
The sponsor can supply their logo for NASFAA to include; it will be visible throughout the live & on-demand webcast.



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.



Webinar Console Logos

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

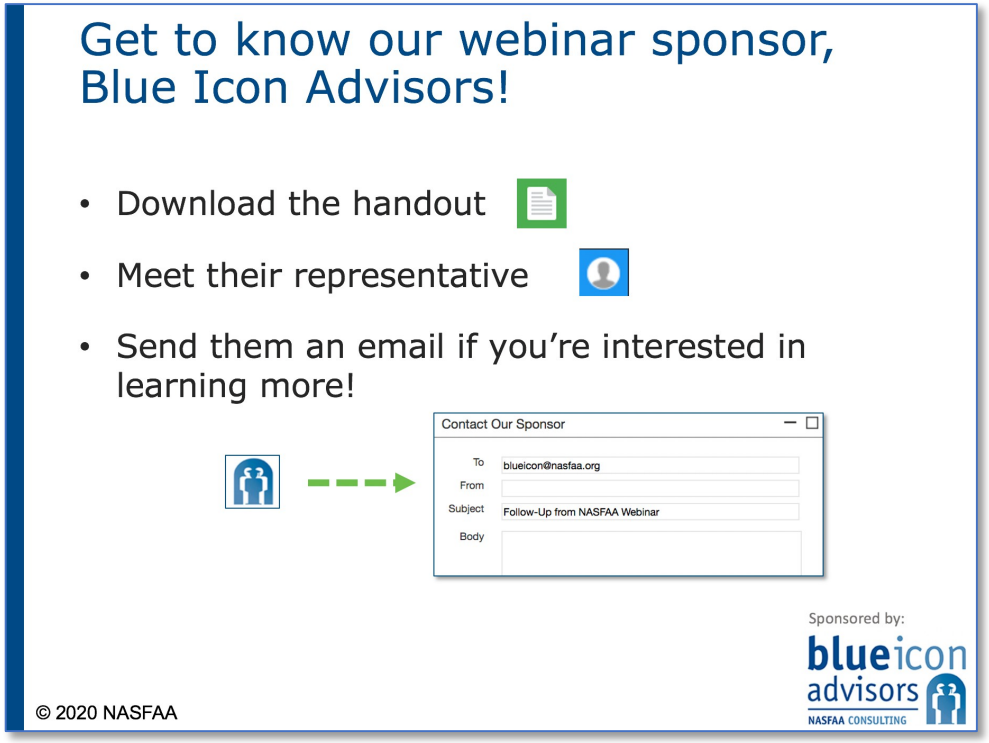
The logo should be at least 200x200 pixels.

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:



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.

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.

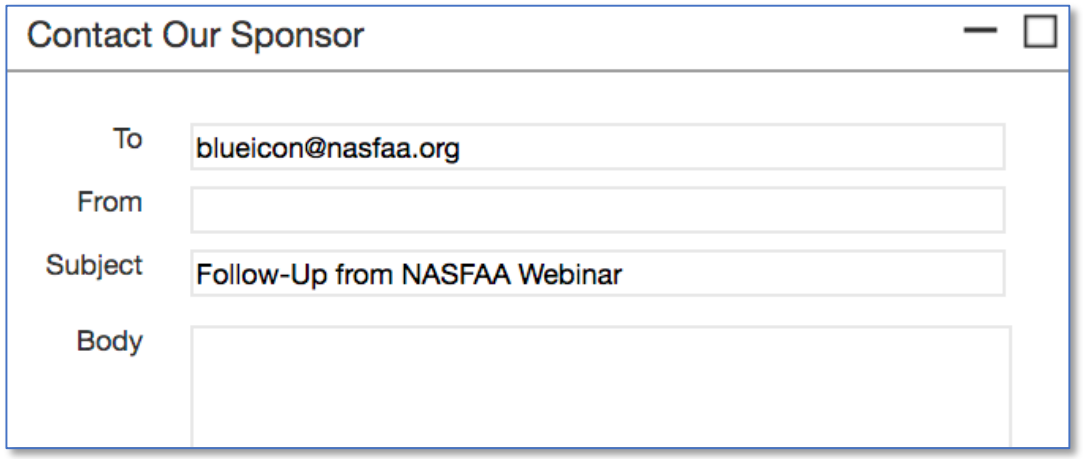
Webinar Console – Contact Form (Lead Generation)

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.

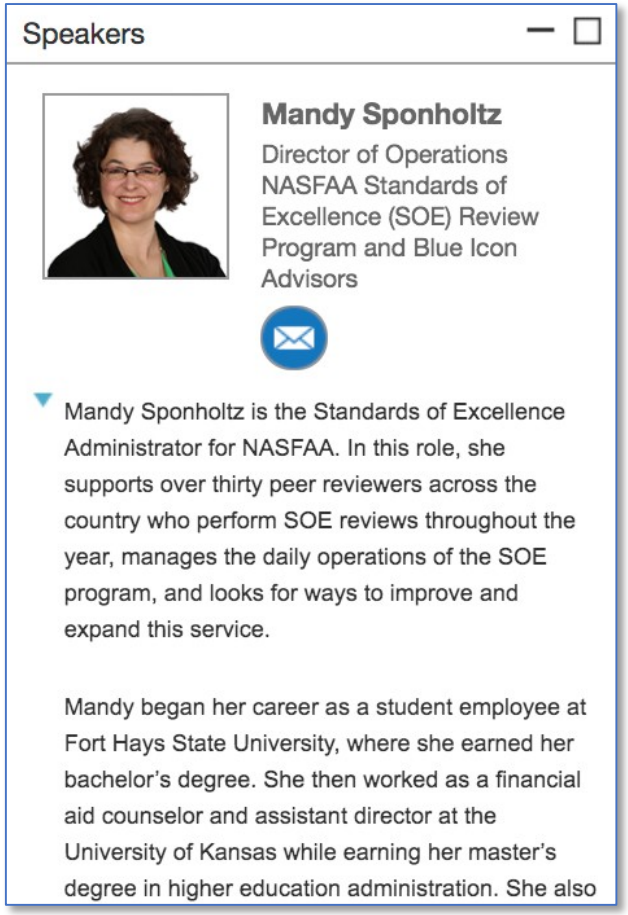
Example:



Webinar Console – Sponsor Information

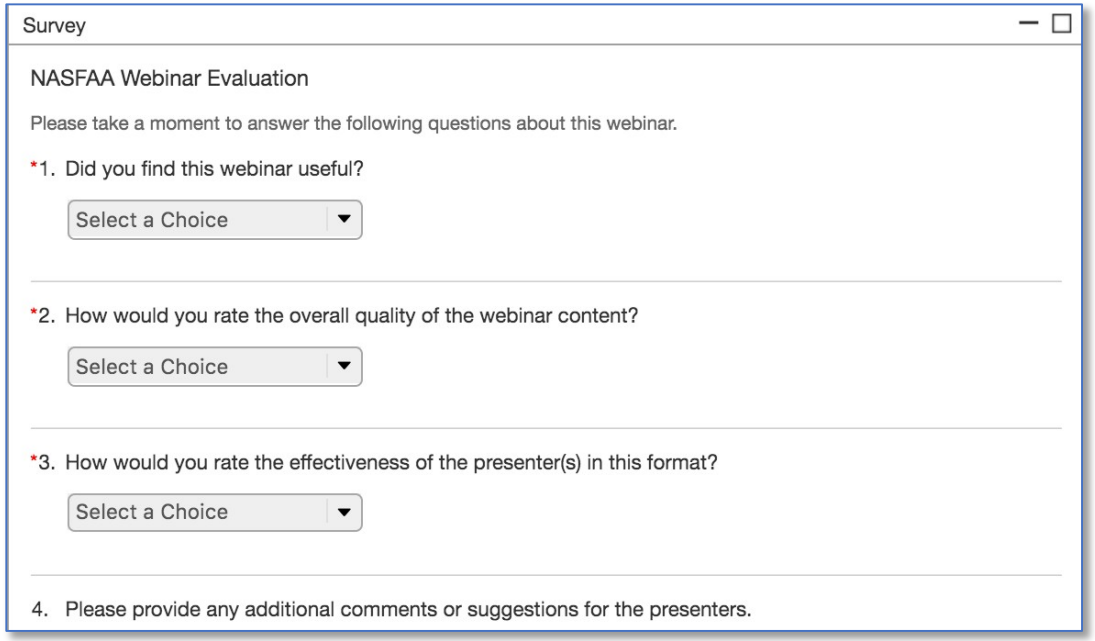
The sponsor can include a bio, photo, and linkable email address for one of its representative in the "Speakers" area of the console.

Sponsor bio pictures should be 90x90 pixels.



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.



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