Sponsored NIA Webinars ($2,000)

A webinar that is presented by NIA, and sponsored by a NIA member company.

➢ The content is unbiased, industry focused, and is created by or for NIA. The sponsor may help select from a range of member-generated topics.
➢ Webinar is promoted by NIA through our website, electronic and print marketing materials, social media, as well as our calendar of events.
➢ Webinar recordings would be posted on NIA’s Vimeo On Demand training portal.
➢ Webinar is hosted and managed by NIA.

Sponsoring Benefits include:

Pre-Webinar
• Promote event description, webinar dates, link to registration page, link to company website, and a short company description on the NIA webinar webpage.
• NIA will send 1 specific marketing email to NIA’s membership database via Microsoft Outlook.
• Sponsor company may help select the webinar topic from a range of member suggestions.
• Recognition on confirmation email that attendees receive after signing up for the webinar.
• Recognition with logo in promotion of the webinar in 1 issue of NIA News (timing dependent on NIA News schedule).
• Event will be listed on NIA’s event calendar, NIA News, and Insulation Outlook’s calendar of events.
• A link to NIA’s event calendar will be included in NIA’s monthly Electronic News Bulletin (ENB).
• 1 social media post (on NIA’s Facebook, LinkedIn, both Twitter accounts) promoting the webinar.
• 15 complimentary subscriptions to Insulation Outlook Magazine for your clients. (Insulation contractors that are not members are not eligible.)

During Webinar
• One recognition PowerPoint slide with logo, company description (2–3 sentences approved by NIA), and contact information.
• Logo can be included at the bottom of all slides to increase brand recognition.
• Verbal recognition of your sponsorship during the Webinar.

Post Webinar
• Recognition included in the Thank You email that is sent to all attendees with a copy of the PPT.
• Logo recognition, on-demand recorded webinar link, and thank you in the E-News Bulletin issue that follows the webinar (timing dependent on ENB schedule).
• Webinar Attendee list, including name, title, and company will be sent after the webinar.
• Webinar will be posted on NIA’s Vimeo On Demand training site and NIA members can access this webinar complimentary, with a customized code.
• Sponsor company will be given long-term recognition on NIA’s Vimeo On Demand page.