

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.