



Working with NAHU on Sponsored Webinars

The opportunity to sponsor a NAHU webinar provides visibility to prospective clients through NAHU's promotions, recognition through your connection with NAHU, and engagement with attendees during your presentation. NAHU boasts active members in all 50 states that engage with national programs.

Here is an outline of the expectations and the process of sponsoring a NAHU webinar:

1. Before signing a sponsorship agreement with NAHU, an outline of the webinar topic must be submitted. NAHU gets sponsorship requests regularly, and it is our responsibility to you and our members that the webinar topic is timely, informative and appealing. We want our sponsors to have high engagement and attendance. If the topic submitted was previously covered or the content requires adjustment to meet our members' needs and interests, NAHU will submit a change request.
 - Important: NAHU webinars are intended to educate members on topics from running your own business to compliance requirements. They are not an opportunity to promote a product or service. NAHU expects that the content will be educational. Your expertise in your area of business and visibility that you receive from sponsoring a webinar will lead to connecting with NAHU members and creating mutually beneficial relationships.
2. After an outline is agreed upon by both parties, a date is determined and an agreement form is signed.
3. Three weeks before the live or pre-recorded webinar, the finalized description to be used in promotional materials is due. Along with the description, NAHU will need the company logo and URL to be linked to the logo.
4. NAHU starts promoting its webinars two weeks in advance. Here is a list of our promotion efforts.
 - Before the webinar:
 - i. Two all-member emails
 - ii. Two social media posts
 - iii. Inclusion in one Daily Newswire email to all members
 - iv. Inclusion in the Events section of the NAHU website
 - v. One alert on the NAHU 365 app
 - After the webinar:
 - i. Survey to attendees
 - ii. An email is sent one day after the webinar to all registrants on how to access the webinar recording on the NAHU website.

- iii. Inclusion in one Daily Newswire email to all members promoting the webinar recording
 - iv. Optional: In addition to the webinar sponsorship and on your behalf, NAHU will send a marketing email to attendees. The content must be pre-approved and distributed by NAHU.
5. One week before the webinar, the presentation slides are due for review in addition to the presenter's headshot and bio.
- Guidelines: The sponsor can have its logo prominent on the title and closing slide. The sponsor may have a small logo in a bottom corner throughout the presentation. The closing slide may contain contact information and a link to the sponsor's website for more details.

If you are interested in sponsoring a NAHU webinar or have questions, please contact Justin Wolfe at justin.wolfe@theygsgroup.com or 717-430-2238.