

# Webinar Sponsorship

SEIA webinars provide educational opportunities to our valued SEIA membership and beyond. SEIA webinar attendance averages 75+ participants per webinar. For topics that are of the highest interest to our community, webinar registration averages 250+ participants. The more relevant your topic is to the SEIA community, the more participants you can expect. All webinars are archived for SEIA members who are unable to participate live.

## Sponsorship Opportunities

Sponsorship of SEIA webinars is available exclusively to SEIA members at the tiered pricing below. Webinar sponsorship helps SEIA recuperate the costs of our team's staff time in preparing for and implementing sponsored webinars.

- \$5,000 for Basic Members
- \$4,500 for Watt Members
- \$3,500 for KW & KW+ Members
- \$3,000 for MW Members
- \$2,000 for TW Members



## Benefits

- Registrant list including the registrants' name, job title and company provided in advance of the webinar and after the webinar is complete
- SEIA to send 1 dedicated email promoting webinar
- SEIA to post 2 times on social media
- Inclusion on SEIA's weekly newsletter for at least 3 weeks
- Prominently listed on SEIA's Events & Education webpage <https://www.seia.org/events>
- Logo included on presentation slide deck
- Sponsor may submit content to be included on the post-webinar thank you note. This note may include links to relevant information on sponsor's website and contact information for a sponsor's team member. This email will be distributed to all webinar registrants

## SEIA's Webinar Policy

- Approval of a webinar concept is at the sole discretion of SEIA, and SEIA is not obligated to provide reasoning for rejecting a webinar concept
- All webinars must be educational and informative in nature as determined by SEIA. All webinars must provide value to SEIA membership as determined by SEIA staff
- Webinars cannot be a sales pitch for a company's products or services
- If accepted, SEIA reserves the right to modify the proposal concept, including expanding or narrowing the topic, adding or removing speakers, changing the proposed date & time, etc.
- Registrant contact information will not be provided
- All registrants will receive a copy of the presentation slide deck and the webinar video recording
- SEIA does not guarantee attendance values or audience participation





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## Webinar Proposal

*Please fill out the form below at least 8 - 10 weeks before the proposed webinar. Email completed forms and any questions to [events@seia.org](mailto:events@seia.org).*

**1. Topic:**

**2. Proposed Date & Time:**

**3. Speakers (listed with name, job title, and company):**

**Moderator (if applicable):**

**Speaker:**

**Speaker:**

**Speaker:**

**4. Title of Webinar:**

**5. Description (about 3 sentences):**

**6. Target Audience:**

**7. Why does SEIA membership need to know about this topic?**

**8. How are you uniquely positioned to provide domain expertise on this subject matter?**