

## Exclusive Member Sponsored Webinars

*The PA Chamber is making it easier than ever to promote your business to a statewide audience of decision makers through exclusive co-branded webinars! Partnering with the largest broad based business association in Pennsylvania positions your company to generate new leads while expanding your marketing reach and brand exposure.*

### Sponsorship Opportunity – \$5,000 Per Webinar

A limited number of Member Sponsored Webinars are available annually. Webinar dates and topics are reserved on a first come, first served basis. In collaboration with the sponsoring organization, the PA Chamber will jointly promote the webinar through strategic marketing efforts.

#### Promotional Benefits:

- ✘ Three promotional emails to the PA Chamber distribution list
- ✘ Inclusion in two PA Chamber members-only e-newsletter communications
- ✘ Two promotional posts on each of the PA Chamber's official social media channels (Twitter, Facebook and LinkedIn)
- ✘ Webinar displayed on the PA Chamber's website with prominent recognition for the sponsor

#### Value-Added Benefits:

- ✘ Pre- and post-webinar registrant list
- ✘ PA Chamber management of the entire registration process, including reminder and post-event communication emails
- ✘ One practice session in advance of the scheduled webinar
- ✘ Opportunity to use poll questions to engage audience during the webinar
- ✘ Ability to push links during the presentation through the chat feature
- ✘ PA Chamber created co-branded slides
- ✘ Webinar recording distributed to registrants following the program
- ✘ Webinar recording available on the PA Chamber website on-demand for one year
- ✘ Opportunity to distribute one promotional/marketing piece to all attendees
- ✘ Other promotional considerations agreed upon in advance

#### Webinar Details and Content

- ✘ Sponsored webinars are complimentary to attendees and registration is open to PA Chamber members and non-members
- ✘ Sponsored webinars are 60-90 minutes long
- ✘ Sponsored webinars must be educational in nature and may highlight a product or service as long as it is in-line with the topic presented (direct sales pitches are not permitted)
- ✘ All webinars are hosted in Zoom
- ✘ All topics must be approved by the PA Chamber

**For more information contact:  
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