



FASTENER  
TRAINING  
INSTITUTE



## FTI WEBINAR SPONSORSHIP PACKAGE



### \$5,000 Webinar Sponsorship Package

#### LOGO PLACEMENT

**Email:** The sponsor's logo is included directly below the header image of the email and is linked to the sponsor's website.

**Website:** The sponsor's logo is featured on the webinar registration landing page and is linked to the sponsor's website.

**Social Media:** The sponsor's logo is featured in social media graphics shared across Facebook, Twitter and LinkedIn.


#### EMAIL CAMPAIGNS

- ONE email introducing the webinar to FTI's audience and providing all vital information about timing, content and cost.
- TWO reminder emails leading up to the webinar including an email the day before the webinar takes place.
- ONE webinar thank you email sent to webinar attendees the week after the webinar takes place.
- The link to register for the webinar is also included in additional FTI email campaigns on various topics to boost reach and attendance.


#### SOCIAL MEDIA CAMPAIGNS

- Social posts are distributed through FTI's Facebook, Twitter and LinkedIn channels.
- The sponsor's social account will be tagged in each post on each channel.
- THREE posts will go out across all channels leading up to webinar including a reminder the day before.
- ONE post will be sent after the webinar takes place thanking attendees.

OUR CORE PURPOSE IS TO FINANCY FASTENER USE, RELIABILITY AND SAFETY.



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SPONSORED BY: **YOUR LOGO HERE**

**FREE WEBINAR | Fastener Failures - Case Studies** MAY 1  
Sponsored by Optimas  
FRIDAY, May 1 - Online  
11 a.m. - 12:30 p.m. PT

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**Fastener Failures - Case Studies**

Price \$0.00

List name and email for individual participants

[Add To Cart](#)

More Details

**Fastener Failures Case Study - Webinar**


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**Website**

Fastener Training Institute


Don't miss this FREE webinar (thank you, Optimas Solutions) happening tomorrow! We're analyzing every aspect of 3 real world fastener failure case studies. Register before it's too late: <http://ow.ly/L6Tg502ts07>

**FREE WEBINAR**  
Fastener Failures - Case Studies  
Friday, May 1



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Sponsored by: **YOUR LOGO HERE**

Co-produced by: 

Like Comment Share

**Social Media**

## \$500 Marketing Add-On

### PRESS RELEASE TEMPLATE

This press release is prepared for the sponsor, and will include a quote from FTI. The press release can be used by the sponsor to send to customers, media or post to their website.

### SPONSOR BADGE FOR WEBSITE AND SOCIAL

- Sponsor graphic provided for your use on your website and social media sites.

### ADDITIONAL EMAIL CAMPAIGNS

- You provide the content and images, and we will design a professional email to our database.
- The ONE email to our database could be used to make new product or service announcements, highlight current product offerings, etc.

### ADDITIONAL SOCIAL POSTS

- FTI will provide the sponsor with a graphic including their logo and custom copy for TWO additional social posts across Facebook, Twitter and LinkedIn.



## \$250 Email Header Image Sponsor

- Sponsor sends relevant, high resolution image to be used in one email campaign as header image.
- Sponsor logo included on the image along with "*Image provided by:*" text.
- Image can be used for webinar or online learning library campaigns.

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## About Fastener Training Institute

The Fastener Training Institute is a non-profit organization that provides beginning and advanced training on fastener products, standards and specifications. Our core purpose is to enhance fastener use, reliability and safety. Our mission is to make you more knowledgeable about the fastening products you buy, sell, specify or use. For more information, please visit [www.fastenertraining.org](http://www.fastenertraining.org).

**We have a marketing list of 5,000 subscribers and followers.**

**Reach out to Jo Morris to learn more!**

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