$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.
$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.

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.

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

Reach out to Jo Morris to learn more!
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