



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

Email

Website

Social Media

\$2,500 Webinar Sponsorship Package

EMAIL CAMPAIGNS

- ONE email introducing the webinar to FTI's audience and providing all vital information about timing, content and cost
- ONE reminder the day before 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 logo will be included on a graphic and the sponsor will be tagged in each post
- TWO posts will go out across all channels leading up to webinar including a reminder the day before

WEBSITE

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



\$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. 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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