



Sponsored Webinar

DAA sponsored webinars are a great opportunity for your company to connect to an eager audience, educate digital analysts and their teams as well as organizational stakeholders, and drive leads to your sales staff. DAA sponsored webinars provide educational content by addressing current challenges, cutting-edge topics for the digital analytics industry while providing exposure for the sponsor to DAA's member and non-member community. DAA webinars should provide real world examples and practical takeaways, tools and solutions. Our attendees want straightforward how to's that they can implement immediately on the job.

Sponsorship Fee: *(20% discount when sponsoring 3+ webinars within 12 months and booked at the same time. Maximum of 3 webinars per sponsor annually.)*

- **DAA Member Fee:** \$5,000 per webinar
- **DAA Non-Member Fee:** \$10,000 per webinar

Sponsorship includes:

- One (1) 60 minute educational webinar presented by representative(s) of the sponsoring company
- Sponsor recognition in the introductory and closing slides of the webinar with your company logo, URL link and audio read of your company/product description of 50 words or less
- DAA will work with sponsor to develop webinar, and provide moderator and required facilitation
- One practice session with DAA Education Manager
- DAA will include webinar recording in its webinar archive for a minimum of 12 months for extended reach
- Webinar promoted by DAA to the membership via:
 - a. Two dedicated emails to DAA email list of 12,000+
 - b. Listing on DAA website
 - c. Promoted in one e-newsletter
 - d. Mentions on DAA social media channels
- Contact details (including name and email) for all webinar registrants after the live event. Details will include who attended vs. registered and will contain contact information for all that did not opt out
 - a. **Sponsor is limited to one use of the contact list before the webinar and one use after*
- Sponsor's logo displayed during webinar, on relevant DAA website pages & other marketing communications
- industry, offer additional learning resources or offer a giveaway. DAA to collect and report on responses
- One (1) email sent by DAA to the registrants after the event with content provided by the sponsor

Sponsor Responsibilities:

Provide:

- Title, Description, Learning Objectives, and Speaker Biography
- A sentence or two about why a DAA member should attend the webinar
- Three (3) potential dates and times for the webinar (webinars are conducted Tuesday –Thursday)
- Three (3) potential dates and times for speaker training
- Draft slide deck for approval to DAA at least 3 days prior to the speaker training date
- Finalized slide deck for approval to DAA at least 3 days prior to the webinar date
- Additional learning materials, job aids, reference material, etc. within 3 days of the webinar
- Company logo, 72-dpi .jpg or .gif file to fit 252 x 80 pixel space
- Company or product URL link
- 1 email to be sent to webinar registrants and attendees following the event