

NASPA WEBINARS SPONSOR APPLICATION AND AGREEMENT



NASPA®

Student Affairs Administrators
in Higher Education

FEATURING THE FOLLOWING:

- Colleague Conversations (*with Vice Presidents of Student Affairs from various institutional types*)
- Topic Specific Webinars (*ex. Staff Training, Title IX Compliance, Mental Health Awareness, etc.*)
- Short Courses

NASPA has successfully pivoted to a first-class virtual, educational experience for the student affairs profession. Take advantage of this engaged audience by providing NASPA membership with information about your company before the webinar begins. Sponsorship includes opportunities to promote your message to vice presidents of student affairs and other student affairs leaders during our colleague conversations, live webinars, and asynchronous short courses covering a broad array of topics and student affairs audiences.

For a complete listing of upcoming NASPA webinars, visit: <https://www.naspa.org/>

The deadline to sponsor a NASPA webinar is due at least two weeks prior to the scheduled date of the webinar.

BENEFITS OF SPONSORING:

- Verbal recognition prior to the webinar (*for short courses, this would be included in the first recorded webinar*)
- Logo recognition during verbal recognition (while being said) (*for short courses, this would be included in the first recorded webinar*)
- Sponsored message (said by NASPA staff) after the verbal recognition (1-2 minutes) (*for short courses, this would be included in the first recorded webinar*)
- Recognition (logo/hyperlink) in e-mail marketing and post-event follow up
- Attendee registration list (Name, Title, Institution, Physical Mailing Address) to those who opted in to have their information shared with sponsor (*those who have registered for the webinar and those who actually attended*)
- Custom message from sponsor in NASPA post-webinar email (maximum 200 characters)
- Recorded and available for other NASPA members to view for free (on the NASPA web site) for one calendar year

NASPA WEBINARS SPONSOR APPLICATION AND AGREEMENT

Company Name: _____

Contact Person: _____

Street Address: _____

City: _____

State: _____

Zip Code: _____

Phone: _____

Email: _____

Colleague Conversations: \$4,500

Webinar Title: _____

Date: _____

Specific Topic Related: \$4,000

Webinar Title: _____

Date: _____

Short Course: \$4,000

Webinar Title: _____

Date: _____

SIGNATURE

DATE

By signing above, I agree to the conditions and guidelines of this contract.

Payment information: Send Invoice

Credit Card: (NASPA will follow up for credit card information).

NASPA REQUIRES THE FOLLOWING INFORMATION ONE WEEK PRIOR TO THE SCHEDULED WEBINAR:

Company Name: _____

Sponsored Message (said by NASPA staff): 1-2 minutes in length

Logo: 840px X 630px (min req – EPS, PNG, or JPG)

GUIDELINES

Scheduling

NASPA will schedule the date and time for each vendor's webinar on a rolling basis.

Webinar Promotion

Sponsor may promote the webinar/short course and their webinar through their networks by providing the link to the NASPA registration page. No additional registration on the sponsor's website is allowed. NASPA retains all editorial rights and control over any written information pertaining to sponsorship, including all written information submitted by sponsors. In every case, written materials, in all formats and all media, prepared by the sponsor must be submitted to NASPA for approval prior to release and distribution.

Scope

The sponsor's participation in the webinar does not convey NASPA's approval, endorsement, certification, acceptance, or referral of any product or service of the sponsor. It is NASPA's intention that funds provided under this agreement will be used in a manner consistent with a sponsorship transaction and are not provided in exchange for endorsement by NASPA.

Eligibility

NASPA seeks for- and non-profit corporate support for activities in connection with programs and initiatives that support NASPA's mission and strategic priorities. NASPA reserves the right to reject any sponsorship or application deemed inconsistent with the mission and activities of NASPA. NASPA accepts sponsorship only if it does not pose a conflict of interest or impact the ethical and professional standards and mission of NASPA. NASPA further reserves the right to negotiate any aspect of a proposed sponsorship and to decline sponsorship as it deems necessary.

Payment

Payment for sponsorship must be received one week prior to the scheduled webinar/short course. Failure to make payment prior to this date will result in the cancellation of the sponsorship.

Cancellations must be made in writing. No refunds will be made within one week of the scheduled webinar/short course.

Questions? Please contact Fred Comparato, Senior Director of Corporate Development at 614.204.5994, fcomparato@naspa.org