



STATS & BENEFITS OF SPONSORSHIP

THE WHAT & WHY IN WHAT WE OFFER FOR EVENTS:

1. Website promotion:

- a. **WHAT:** Your name/logo hyperlinked to your website on our homepage as well as event page for approx. 1 month leading up to the event. After event, event page with your name/logo remains on our event page under "past events" indefinitely and you are also listed on our sponsorship partners page.
- b. **WHY:** You gain increased digital exposure/visibility via our website's increased traffic over the past few months. Our visitors get added to your existing audience.

2. Newsletter promotion:

- a. **WHAT:** Your name/logo hyperlinked to your website and a blurb about your services on distinct page twice - thanked before event and after event. Newsletter issues remain on our website indefinitely.
- b. **WHY:** Increased digital exposure/visibility via email list of approx. 2800 subscribers, with 53% opening to view you as a sponsor.

3. Email (eblast) promotion:

- a. **WHAT:** Your name/logo hyperlinked to your website on our at least 3 stand alone event emails. State CAMFT email list obtained for additional exposure.
- b. **WHY:** Increased digital exposure/visibility via email list of approx. Great because this is the primary source of registration and your logo is seen before the registration button. Goes out to approx. 2800 subscribers and gets opened by 51% of our subscribers to view your name/logo. State list additional 3000.

4. Social Media promotion:

- a. **WHAT:** 2 posts being thanked with your name/logo, tagged if you have an account, before and after event.
- b. **WHY:** Increased digital exposure/visibility via our pages with approx. 2300 likes/followers across 4 platforms; by tagging you, we share your page with our community in hopes you will get more visitors and likes as well.

5. In person promotion and support:

- a. **WHAT:** Introduction by Sponsorship Chair; two 5-10 minute segments for sponsor representative to speak about their services (one prior to speaker presentation in the morning and one after lunch) in any style i.e. Q&A, PowerPoint, speech, and/or experiential; table/countertop for your resource materials and opportunity for representative to distribute materials on individual member tables; opportunity for event attendees to meet your representative; complimentary admission to the event for 1 representative including breakfast and/or lunch and CEU's if attending the entire presentation.
- b. **WHY:** Increased physical exposure/visibility with therapists throughout the San Fernando Valley, a chance to develop deep relationships and build trust with our members. Approximately 40-80 (60-100 pre pandemic) attendees.
- c. **Hybrid/virtual events:** Benefit of additional audience, varying in location, to expand reach. Resource materials will be emailed to participants (may also be put in chat).
- d. **Bonus:** Ability to schedule a tour at your facility with board members after sponsorship.