



STATS & BENEFITS OF SPONSORSHIP

THE WHAT & WHY IN WHAT WE OFFER FOR MEETINGS:

1. Website promotion:

- a. WHAT: Your name/logo hyperlinked to your website on our homepage as well as meeting page for approx. 1 month leading up to the meeting. After meeting, meeting 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 meeting and after meeting. 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 meeting emails.
- 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.

4. Social Media promotion:

- a. WHAT: 2 posts being thanked with your name/logo, tagged if you have an account, before and after meeting.
- 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; one 10-minute segment for sponsor representative to speak about their services (prior to speaker presentation) in any style i.e. Q&A, PowerPoint and/or speech; table/countertop for your resource materials and opportunity to distribute materials on individual member tables; opportunity for meeting attendees to meet your representative; complimentary admission to the meeting for 1 representative including breakfast 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 30-60 (50-90 pre pandemic) attendees.
- c. Hybrid/virtual meetings: 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.