

ASCHA's Webinar Sponsorship Opportunities



May, 2020

ASCHA welcomes offers of sponsorship from our Associate Members who have an interest in engaging with our Regular Members, the owners and operators of seniors and community housing in Alberta and introduce them to diverse products and services that give our members the skills, knowledge, experience, and tools they need to succeed.

Webinars are a key component of member driven association's education and training programs. ASCHA's webinars are proven to drive traffic to the sponsor's site, provide the opportunity for the sponsor to win new customers and build a good reputation in the sector for future engagement. Our webinars inform and engage our members, increase signups, and provide real value both to sponsors and attendees.

ASCHA webinar sponsors have the opportunity to expand their market reach to a targeted audience of key decision makers and brand themselves as champions of best practices and education in the housing sector in Alberta.

Sponsors receive significant recognition before, during, and after the webinar, increasing their brand recognition, and making a lasting impression on members. Archived webinar recordings are permanently located on ASCHA's Webinar Channel for member viewing, and this creates perpetual recognition for the sponsor.

100% of participants when asked "would you like ASCHA to host more interactive webinars?" responded "Yes, absolutely!". Support ASCHA in fulfilling the needs of its members while getting your brand out there!

Don't miss this exceptional opportunity at a value you won't find anywhere else!

ASCHA Webinar Sponsorship (\$3500 + GST)

Sponsor a webinar topic identified as a priority education gap by ASCHA's Education and Best Practices Working Group, made up of ASCHA members. The webinar can be geared to different levels of leadership and management within seniors and community housing organizations.

Research Webinar Sponsorship for ASCHA Members (\$3500 + GST)

Schedule a webinar to talk with participants about your best practices, industry standards, or your own research efforts. The webinar should contribute to the professional development of ASCHA's Member organizations and is not intended for promoting products or services and is not a commercial presentation. ASCHA will have a final determination of content.

Webinar Series Sponsorship (Price varies)

This option includes a sponsorship of three or four webinars within 12 months. The Webinar Series sponsors are considered ASCHA partners and are given the first right of refusal for sponsorship of webinars for the whole time they commit to partner with ASCHA. This is an incredible opportunity for year-round branding recognition.

Highlights of Sponsor's Benefits:

✓ **Promotion and Continued Brand Exposure on:**

- ASCHA Website
- ASCHA Weekly Rollout
- ASCHA Education Newsletter
- ASCHA Connect – online member discussion platform
- Direct Email blast including a message from the sponsor
- Facebook, LinkedIn, and Twitter
- Verbal Recognition at Region Meetings and other appropriate member meetings/events
- Webinar Registration Page
- Maximum Visibility during the Webinar
- ASCHA Webinar Channel

✓ **Access to ASCHA Members Contact List**

ASCHA will provide the sponsor with the contact list of the registered webinar attendees who will consent to opt in to the sponsor's contact list.

For more information [contact ASCHA](#).