

Allied Members Webinar Partnership

Webinar sponsorship \$500 per webinar

Subject – your meeting - your topic

- Informational
- Educational
- Promotion of products allowed

Two webinars allowed each month

- Meeting dates selected by sponsor
- First come first serve

Advertised with NC membership

- NCInsider (per scheduling dates)
- Email via Constant Contact / 1 week out and day prior / sponsor to proof all material
- Social Media
- Sponsor to help with marketing material

Posted on NC website as resource for our members

- After completion of webinar
- Possible Blog material
- Posted on Herd it Here / NC podcast
- Follow up email sent to all that register with links

- ✓ Zoom Platform - Limited to 500 participants via webinar / unlimited participants in meeting layout
- ✓ Tech support by Bonita
- ✓ 5-10 minutes of time on webinar from NC membership staff for a Nebraska Cattlemen update

*NC is hosting a producer education website on the first Tuesday of each month

Here is what we need from you

Date and time

Marketing plan

- Date for first email
- Reminder email

Logo (s)

Advertising material for mailing

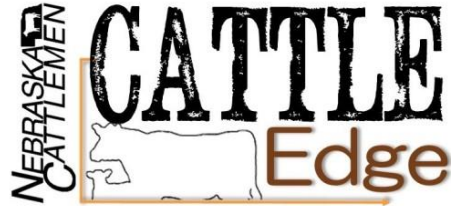
- Subject
- Email content – description of the webinar
- We will put together social media posts using material you send us

Mailing list if you want it send to your contact

- In addition to the NC mailing list

Recording preference **YES** or **NO**

Sponsor form with billing information



For more information contact:

Bonita Lederer

Director of Producer Education

402-450-0223

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Numbers on recent webinars

The webinar is saved on our website/you tube channel.
<https://www.youtube.com/user/NebraskaCattlemen>
<https://nebrascacattlemen.org/producers/cattle-edge/>

Boehringer Ingelheim webinar that was held on May 20, 2020

We sent over 7,000 emails out announcing webinar.
72 pre-registered and 21 attended.
*All 21 of the attendees stayed for the full 45 minutes.

25% open rate on the invite
52% open rate on the follow up email (sent to the 72 that had registered)

The follow up email has contact information and a link to the recorded webinar. If you would like to see any of the emails that I sent out to our members, please let me know and I can forward them to you.

Ward Lab held Tuesday, November 10, 2020

87 registered
44 attended
38 attended 95% of the time

Emails sent to members on November 6 and November 9
3,000 emails per mailing
25% and 24% open rate on the two invites

Settje Agri-Services held on January 14, 2021

172 registered
95 attendees
Webinar was 125 minutes long
77 attendees attended for 60 minutes (we had said the webinar would be 60-90 minutes long)

Emails sent to members on Monday, January 11 and Wednesday, January 13
3,000 emails per mailing
21% and 26% open rate on the two invites
60% open rate on the follow up email sent out on January 15