



2024 Webinar Sponsorship Offerings & Opportunities

Contact Chris Beaman, Corporate Partnerships Officer (chris@sigmanursing.org), for more information.

Webinar Series Exclusive Sponsorship

- Your organization / company is invited to be an exclusive sponsor of up to four (4) webinars, offered to Sigma members and nurses globally—at no cost to individuals.
- The topic(s) within the series would be developed collaboratively between Sigma’s educational team and your organization.
- Dates/times offered would be at the discretion of Sigma, and recordings would be available on Sigma platform(s).
- NCPD hours offered by Sigma.
- Webinar series to be marketed by Sigma via email to more than 100,000 members as well as on social media. Opportunities exist for the sponsor to help promote webinar series across various channels, including additional sponsorship of a social boost to increase engagement.
- Your benefits would include:
 - Logo placement across all marketing and promotion of the series (including on our webinar webpage, in email promotions, and through social media)
 - Verbal recognition at the start of each webinar in the series
 - Opportunity to provide a video of brief remarks (2-3 mins) to be played at the start of each webinar prior to the educational component—as a “word from our sponsor”
 - Dedicated email blast to webinar series registrants following conclusion of series—content developed by sponsor and deployed by Sigma.
 - Registrant data (inc. name and email address) for all webinar series registrants who opt in to receive more information from the sponsor.
 - Webinar statistics are provided to the sponsor after the conclusion of the webinar series including the number of attendees and the countries they are from.
 - Recordings of the webinars in the series are included in the Sigma Repository—a free open access resource for all nurses which includes a dedicated space for the sponsoring organization's name—further disseminating the global reach along with continuous access for ongoing statistics.
- *Total Investment - \$10,000*

Webinar Sponsorship

- Your organization / company is invited to exclusively sponsor one live webinar, offered to Sigma members and nurses globally—at no cost to individuals.
- The content of the webinar would be developed collaboratively between Sigma’s educational team and your organization.
- Date/time would be at the discretion of Sigma, and the recording would be available on Sigma platform(s).
- NCPD hours offered by Sigma.
- Webinar to be marketed by Sigma via email to more than 100,000 members as well as on social media. Opportunities exist for the sponsor to help promote webinar across various channels, including additional sponsorship of a social boost to increase engagement.
- Your benefits would include:

- Logo placement across all marketing and promotion of the webinar (including on our webinar webpage, in email promotions, and social media graphics)
- Verbal recognition at the start of the webinar
- Opportunity to provide a video of brief remarks (2-3 mins) prior to the educational component of the webinar—as a “word from our sponsor”
- Dedicated email blast to webinar series registrants following conclusion of webinar—content developed by sponsor and deployed by Sigma.
- Webinar statistics are provided to the sponsor after the conclusion of the webinar including the number of attendees and the countries they are from.
- Recording of the webinar to be included in the Sigma Repository-a free open access resource for all nurses which includes a dedicated space for the sponsoring organization's name-further disseminating the global reach along with continuous access for ongoing statistics.
- *Total Investment - \$5,000*

Webinar Sponsorship Opportunities (Matrix)

	Webinar Series Exclusive Sponsorship (\$10,000)	Webinar Sponsorship (\$5,000)
Number of Webinars Included	Up to four (4)	One (1)
Type of Partnership	Exclusive partnership between your organization and Sigma.	Exclusive partnership between your organization and Sigma.
Webinar Reach	Sigma members and nurse leaders globally.	Sigma members and nurse leaders globally.
Cost for Individuals	\$0 (free)	\$0 (free)
Marketing	Marketed by Sigma via email to more than 100,000 members as well as on social media.	Marketed by Sigma via email to more than 100,000 members as well as on social media.
Content and Topic(s)	Developed collaboratively between Sigma’s educational team and your organization.	Developed collaboratively between Sigma’s educational team and your organization.
Logo Placement on Marketing and Promotion(s) – <i>Including Webinars Webpage, in Email Promotions, and Social Media Graphics</i>	X Exclusive	X Exclusive
Verbal Recognition at Start of Webinar(s)	X Exclusive	X Exclusive
Video of Remarks (a.k.a. “a Word from our Sponsor)	X At Start – Exclusive	X At Start - Exclusive
Dedicated Email Blast	X Following conclusion of series—content developed by sponsor and deployed by Sigma.	X Following conclusion of webinar—content developed by sponsor and deployed by Sigma.
Recordings	Available on Sigma Repository – a free open access platform for all nurses.	Available on Sigma Repository – a free open access platform for all nurses.
Webinar Stats	Provided to sponsor after the webinar including the number of attendees and the countries they are from.	Provided to sponsor after the webinar including the number of attendees and the countries they are from.
NCPD Hours	Offered by Sigma.	Offered by Sigma.
Date / Time of Live Webinar	Set by Sigma.	Set by Sigma.