



## **SPONSORSHIP OPPORTUNITIES**

You can purchase any of these opportunities by logging in at ALFN.org, then navigate to Events and Sponsorships. Or contact Susan Rosen ([srosen@alfn.org](mailto:srosen@alfn.org)) at the ALFN for sponsorship assistance.

### **ANSWERS 2021 Webinars Host Partner**

Top Level Webinar Sponsorship across all 9 ANSWERS 2021 Webinar Presentations.  
Only 1 Host Partner Opportunity Available.

Price: \$6,000.00

- Banner ad provided by sponsor on alfn.org home page for 60 consecutive days
- Recognition with company name on the webinar registration confirmation email that all attendees receive, with primary premier placement and recognition of your sponsorship level
- Verbal recognition by ALFN at the beginning and end of each webinar presentation, with recognition of your sponsorship level
- Logo on the webinar waiting page that is displayed prior to the webinar starting
- Logo on the webinar materials email, with primary premier placement and recognition of your sponsorship level
- Logo on the webinar thank you email, with primary premier placement and recognition of your sponsorship level
- Logo on the opening and closing slide of all 9 webinar presentations, with primary premier placement and recognition of your sponsorship level
- Logo on the post webinar email after all 9 presentations have concluded to advertise the on-demand viewing opportunities on our webinar archive page, with primary premier placement and recognition of your sponsorship level
- May provide a short pre-recorded video clip (company ad) to play at the beginning of the webinar presentation (up to a 30 second time limit). Alternatively, you may provide a PowerPoint slide to serve as your company ad in place of a video clip. This video clip will also be linked to the webinar thank you email.
- May provide a pre-recorded video ad or a webinar video for your company's products/services to display for 60 consecutive days on the ALFN's webinar archive page <https://www.gotostage.com/channel/alfnwebinars>. This video will be displayed first as a feature video
- Ad displayed on the ALFN's Engage Community Pages for 60 consecutive days
- Logo displayed on the ALFN website page for the event, with primary premier placement and recognition of your sponsorship level
- Logo displayed on all email marketing messages that ALFN sends to the industry for registration reminders, with primary premier placement and recognition of your sponsorship level
- Full page ad in the next two ALFN ANGLE and ALFN WILLED Publications, with prime placement on the inside of the front cover
- Custom LinkedIn graphic to post on your companies LinkedIn page
- Announcement with company name on the ALFN engage.alfn.org site, which will be sent to all ALFN members & clients via the Daily Digest

- Recognition with company name on the webinar registration information that is displayed on ALFN social media pages
- Virtual Promotional Items – You may provide a coupon for webinar attendees to redeem for a product/service you designate
- Sponsor may provide prizes that will be awarded to a limited number of webinar attendees. Webinar attendees will be entered into a random drawing, with 1 entry for each webinar presentation attended.
- Attendee List provided with full contact information at the conclusion of each of the 9 webinar presentations

### **ANSWERS 2021 Webinars Premier Partner**

Top Level Webinar Sponsorship across all 9 ANSWERS 2021 Webinar Presentations.

Only 1 Premier Partner Opportunity Available.

Price: \$4,000.00

- Banner ad provided by sponsor on alfn.org home page for 30 consecutive days
- Recognition with company name on the webinar registration confirmation email that all attendees receive, with secondary premier placement and recognition of your sponsorship level
- Verbal recognition by ALFN at the beginning and end of each webinar presentation, with recognition of your sponsorship level
- Logo on the webinar materials email, with secondary premier placement and recognition of your sponsorship level
- Logo on the webinar thank you email, with secondary premier placement and recognition of your sponsorship level
- Logo on the opening and closing slide of all 9 webinar presentations, with secondary premier placement and recognition of your sponsorship level
- Logo on the post webinar email after all 9 presentations have concluded to advertise the on-demand viewing opportunities on our webinar archive page, with secondary premier placement and recognition of your sponsorship level
- Logo displayed on the ALFN website page for the event, with secondary premier placement and recognition of your sponsorship level
- Logo displayed on all email marketing messages that ALFN sends to the industry for registration reminders, with secondary premier placement and recognition of your sponsorship level
- Full page ad in the next ALFN ANGLE and ALFN WILLED Publications, with prime placement on the inside of the back cover
- Custom LinkedIn graphic to post on your companies LinkedIn page
- Announcement with company name on the ALFN engage.alfn.org site, which will be sent to all ALFN members & clients via the Daily Digest
- Recognition with company name on the webinar registration information that is displayed on ALFN social media pages
- Virtual Promotional Items – You may provide a coupon for webinar attendees to redeem for a product/service you designate
- Sponsor may provide prizes that will be awarded to a limited number of webinar attendees. Webinar attendees will be entered into a random drawing, with 1 entry for each webinar presentation attended.
- Attendee List provided with full contact information at the conclusion of each of the 9 webinar presentations

### **ANSWERS 2021 Webinars Attorney-Trustee Member Partner**

Top Level Webinar Sponsorship across all 9 ANSWERS 2021 Webinar Presentations.

Only 1 Attorney-Trustee Member Partner Opportunity Available.

Price: \$2,500.00

- Recognition with company name on the webinar registration confirmation email that all attendees receive, with recognition of your sponsorship level
- Verbal recognition by ALFN at the beginning and end of each webinar presentation, with recognition of your sponsorship level
- Logo on the webinar materials email, with recognition of your sponsorship level
- Logo on the webinar thank you email, with recognition of your sponsorship level
- Logo on the opening and closing slide of all 9 webinar presentations, with recognition of your sponsorship level
- Logo on the post webinar email after all 9 presentations have concluded to advertise the on-demand viewing opportunities on our webinar archive page, with recognition of your sponsorship level
- Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level
- Logo displayed on all email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level
- Half page ad in the next ALFN ANGLE and ALFN WILLED Publications
- Custom LinkedIn graphic to post on your companies LinkedIn page
- Announcement with company name on the ALFN engage.alfn.org site, which will be sent to all ALFN members & clients via the Daily Digest
- Recognition with company name on the webinar registration information that is displayed on ALFN social media pages
- Virtual Promotional Items – You may provide a coupon for webinar attendees to redeem for a product/service you designate
- Sponsor may provide prizes that will be awarded to a limited number of webinar attendees. Webinar attendees will be entered into a random drawing, with 1 entry for each webinar presentation attended.
- Attendee List provided with full contact information at the conclusion of each of the 9 webinar presentations

### **ANSWERS 2021 Webinars Associate Member Partner**

Top Level Webinar Sponsorship across all 9 ANSWERS 2021 Webinar Presentations.

Only 1 Associate Member Partner Opportunity Available.

Price: \$2,500.00

- Recognition with company name on the webinar registration confirmation email that all attendees receive, with recognition of your sponsorship level
- Verbal recognition by ALFN at the beginning and end of each webinar presentation, with recognition of your sponsorship level
- Logo on the webinar materials email, with recognition of your sponsorship level
- Logo on the webinar thank you email, with recognition of your sponsorship level
- Logo on the opening and closing slide of all 9 webinar presentations, with recognition of your sponsorship level
- Logo on the post webinar email after all 9 presentations have concluded to advertise the on-demand viewing opportunities on our webinar archive page, with recognition of your sponsorship level

- Logo displayed on the ALFN website page for the event, with recognition of your sponsorship level
- Logo displayed on all email marketing messages that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level
- Half page ad in the next ALFN ANGLE and ALFN WILLED Publications
- Custom LinkedIn graphic to post on your companies LinkedIn page
- Announcement with company name on the ALFN engage.alfn.org site, which will be sent to all ALFN members & clients via the Daily Digest
- Recognition with company name on the webinar registration information that is displayed on ALFN social media pages
- Virtual Promotional Items – You may provide a coupon for webinar attendees to redeem for a product/service you designate
- Sponsor may provide prizes that will be awarded to a limited number of webinar attendees. Webinar attendees will be entered into a random drawing, with 1 entry for each webinar presentation attended.
- Attendee List provided with full contact information at the conclusion of each of the 9 webinar presentations

### **ANSWERS 2021 Webinars Commercial Sponsor**

9 Opportunities Available (1 for each of the 9 webinar presentations) - You select the webinar presentation you want to sponsor of the 9 available.

Price: \$1,000.00

- Provide a short pre-recorded video clip (company ad) to play at the conclusion of the sponsored webinar presentation (up to a 20 second time limit). Alternatively, you may provide a PowerPoint slide to serve as your company ad in place of a video clip.
- Recognition with company name on the sponsored webinar registration confirmation email that all attendees receive, with recognition of your sponsorship level
- Verbal recognition by ALFN at the beginning and end of your sponsored webinar presentation, with recognition of your sponsorship level
- Logo on the sponsored webinar materials email, with recognition of your sponsorship level
- Logo on the sponsored webinar thank you email, with recognition of your sponsorship level
- Logo on the opening and closing slide of your sponsored webinar presentation, with recognition of your sponsorship level
- Logo displayed on email marketing messages for your sponsored webinar that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level
- Custom LinkedIn graphic to post on your companies LinkedIn page
- Announcement with company name on the ALFN engage.alfn.org site, which will be sent to all ALFN members & clients via the Daily Digest
- Recognition with company name for your sponsored webinar for webinar registration information that is displayed on ALFN social media pages
- Attendee List provided with contact information at the conclusion of your sponsored webinar presentation

### **ANSWERS 2021 Webinars General Sponsor**

45 Opportunities Available (5 for each of the 9 webinar presentations) - You select the webinar presentation you want to sponsor of the 9 available.

Price: \$500.00

- Recognition with company name on the sponsored webinar registration confirmation email that all attendees receive, with recognition of your sponsorship level
- Verbal recognition by ALFN at the beginning and end of your sponsored webinar presentation, with recognition of your sponsorship level
- Logo on the sponsored webinar materials email, with recognition of your sponsorship level
- Logo on the sponsored webinar thank you email, with recognition of your sponsorship level
- Logo on the opening and closing slide of your sponsored webinar presentation, with recognition of your sponsorship level
- Logo displayed on email marketing messages for your sponsored webinar that ALFN sends to the industry for registration reminders, with recognition of your sponsorship level
- Custom LinkedIn graphic to post on your companies LinkedIn page
- Announcement with company name on the ALFN engage.alfn.org site, which will be sent to all ALFN members & clients via the Daily Digest
- Recognition with company name for your sponsored webinar for webinar registration information that is displayed on ALFN social media pages
- Attendee List provided with contact information at the conclusion of your sponsored webinar presentation