

Webinars

Sponsorship

It's all about SIMPLE EXPOSURE for your brand!

Sponsor one of our Webinar events and get your brand in front of a focused audience 24/7, 365 days a year!

Woodworking Network Webinar Sponsorship gives you an excellent opportunity to co-brand a Webinar with us and reach our audience of professional woodworkers, cabinet makers, furniture manufacturers, home organization and closet companies and more. Choose the option that works best for you; sponsor a WWN exclusive content Webinar or bring your developed content to us. Either way, leave the Webinar production work to us.

How It Works

- Each live webinar is up to 60-minutes in length with 15-minutes reserved for Q&A.
- Woodworking Network provides the moderator and the Webinar itself is presented by either the editors of WWN along with pre-selected experts or your team of presenters, depending on the option you choose.
- We conduct a targeted promotional campaign to drive traffic to these events, including email campaigns, social campaigns, and digital ads.
- An on-demand version of the Webinar is viewable on WoodworkingNetwork.com for 12 months following the live presentation, providing continuous exposure of your sponsorship.

Great Audience Acceptance:

Averaged 4,300 registrants and 2,300 attendees across 24 webinars held in 2020.



Woodworking Network

Webinar Sponsorship

Produced Webinar (max. 3 sponsors) \$2,200

WWN exclusive content developed and produced by our editorial team.

What's included:

- 1 Logo included on a minimum of 4* webinar email promotions.
 - 2 Sponsor recognition in a minimum of 6* text ads promoting the webinar in Woodworking Network branded e-newsletters.
 - 3 Sponsor recognition on webinar house ads running on WoodworkingNetwork.com.
 - 4 Logo on Webinar landing page and Webinar registration page.
 - 5 Logo included on intro slide and sponsorship mention at start of Webinar by WWN moderator.
 - 6 Your Powerpoint slide display (or video) included at start of Webinar and narrated by WWN moderator.
- Company named as sponsor in article announcing Webinar.
 - Your provided literature document for download by Webinar attendees.
 - Opportunity to deliver follow-up custom e-blast to webinar registrants at additional cost.

Hosted Webinar \$5,507

You supply the content and we do the complete Webinar production.

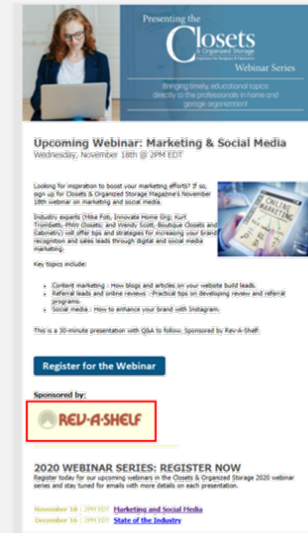
What's included:

- Logo or sponsor recognition on all webinar promotion listed in 1-6 above.
- Three WWN created email blasts sent to the WWN database to drive attendance.
- All logistics handled by WWN, including practice session.
- Moderated by WWN staff.
- Interactive online polling questions (multiple choice only with up to five choices.)
- Your provided literature document for download by Webinar attendees.
- Opt-in attendee list provided post webinar.
- Archived on WWN website for one year following the live broadcast.

* Sponsorship must be secured 30 days in advance of webinar date to guarantee minimums.

1

Logo on 4* webinar email promotions



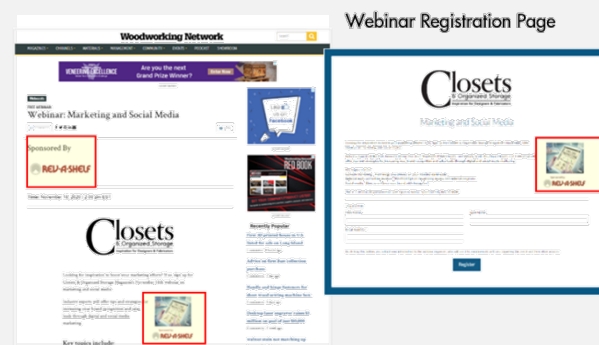
2

Sponsor recognition on 6* Woodworking Network branded e-newsletters



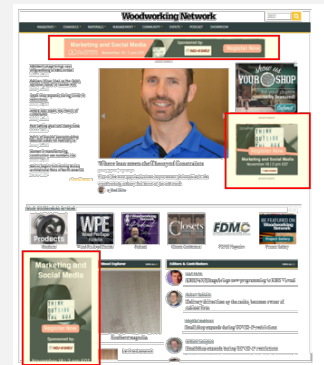
3

Website & Webinar Event Landing Page



4

Website House Ad Rotation



5

Sponsor recognition on intro slide at start of webinar



6

Your Powerpoint slide display (or video) included at start of Webinar

