

# Virtual event sponsorship guidance

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HBA is continuously looking for ways to engage with and provide value to companies virtually. To that end, we are happy to provide some guidance on virtual event sponsorship and benefits, as a way companies can remain engaged, gain brand visibility and support HBA over the coming months.

Like our in-person events, virtual event sponsorship through HBA provides companies the opportunity:

- For company and brand visibility across the HBA Community globally
- To position the company as a thought leader, by selecting and curating the topic of their choice
- To provide professional development for their own employees

Any company can sponsor an HBA virtual event and will receive a number of benefits in return for their support.

HBA Webinar Sponsorship Packages	\$250	\$500	\$1,000	\$1,500	\$2,500*	\$5,000*
<b>Branding and exposure benefits</b>						
Company logo on event registration page	✓	✓	✓	✓	✓	✓
Company featured at beginning and end of event	✓	✓	✓	✓	✓	✓
Company highlight/introduction during event		✓	✓	✓	✓	✓
Co-branded slide deck				✓	✓	✓
<b>Thought leadership benefits</b>						
Introduction of speaker(s) or other live event content feature		✓	✓	✓	✓	✓
Sponsor employee as event moderator or speaker			✓	✓	✓	✓
<b>Business/employee development benefits</b>						
Opted-in attendee contact info list					✓	✓
Recorded link for all employees						✓
<b>Live attendance benefits</b>						
Complimentary event registrations	10	25	50	75	100	150
Employee registration rate equal to HBA member rate	✓	✓	✓	✓	✓	✓

\*Sponsorship threshold for offering free attendance to all HBA members

#### HBA internal notes:

Packages \$1500 and under are multi-company opportunities (i.e. multiple packages can be sold to different companies for the same event)

Packages \$2500 and up are sole sponsorship opportunities and are most appropriate for "signature" chapter/event webinars and HBA Global webinars

Please see our Virtual event sponsorships final.PPTX [\[link\]](#) for additional information.

If you do secure sponsorship for one of your webinars, please refer to our Event sponsorship processing procedures which will give you the step-by-step process and form needed to process everything.

If you have any questions, additional thoughts for guidance, or ideas, please contact us as we'd like to ensure you have all the tools you need to succeed!