

NHLI

NATIONAL HISPANA LEADERSHIP INSTITUTE

Webinar Sponsorship Package

National Hispana Leadership Institute

The NHLI Webinar Series was launched in September, 2009 with the goal of bringing NHLI's empowering training sessions to more Latinas.

The live webinars are about 60 minutes in length, including questions posed to the presenter, and focus on topics that are of interest to Latinas and timely. Examples of these include healthcare reform, personal finance, home ownership, life/work balance, networking, and much more. As a webinar sponsor, we are open to highlighting topics and/or trainers important to your company/organization.

After each webinar is completed, a recording is posted on the NHLI website available to all visitors. The podcast can also be made available to sponsors for distribution to employees or posting on your company website. Webinars thus offer a unique and dynamic forum to educate the community about your program and services as well as professional development topics for your employees.

Sponsorship Benefits and Benefits

Online Exposure – each webinar is promoted aggressively with **at least three email blasts to NHLI's network of more than 12,000 individuals** (mostly professional Latinas). Each promotional e-alert includes hyperlinked logo to drive recipients to sponsor's website (or specific webpage) and brief sponsor description. Sponsors are amply recognized during the webinar itself, with the sponsor logo featured prominently at introduction and closing.

In addition, sponsors are **recognized on the NHLI website** (webinar page). Your sponsor logo is displayed on the webinar page along with webinar calendar, topics, presenter information, and hyperlinked banner message linking visitors back to sponsor website and/or link with a specific message. The NHLI website receives about 2 million visitors per year, and with heavy promotion of the webinar series among various networks, the visibility opportunity is significant.

Media Exposure – Each webinar will be promoted via press release through newswires reaching approximately 5,000 media outlets and 42,000 websites. NHLI will also publish (after each webinar) a newsletter story related to the webinar topic and recognition of sponsorship.

Access to the NHLI network – The NHLI alumnae network – 800 professional Latinas who have completed NHLI's signature leadership training institutes – and friends network – more than 10,000 individuals (mostly Latinas) who are touched by NHLI programs and information dissemination efforts – are key channels for educating Latino families.

Access to the NHLI Media partnerships – Through its vast alumnae network, NHLI has established partnerships with key social media organizations including Latinos in Social Media, #LATISM, New Latina @new-latina, Latina Bloggers Connect, Voxxi News, Latina Moms, and others. NHLI's partners are constantly supporting NHLI's work by duplicating and multiplying our outreach efforts. In 2011 NHLI was voted the "Best Latino Nonprofit Organization using Social Media" by LATISM (Latinos in Social Media). Through NHLI's media partnerships, organizations can benefit by increasing its online coverage and word-of-mouth communi-

cations through:

- Relationships with digital publishers and influencers such as Latina and Latino bloggers. NHLI's network of bloggers and Latina media professionals will become carriers of your organization's message by posting contents in their blogs and spreading the word to other bloggers and Latina influencers.
- Social Media Events: NHLI can develop and host a Social Media Event (i.e. Twitter Party) to generate exposure for your organization. The topic of the Twitter Party and Webinar can be the same, duplicating the impact of your organization's outreach efforts.
- Facebook, Twitter and LinkedIn: NHLI will post information in NHLI's platforms, identify relevant pages and individuals, and update networks on a regular basis.

Demographics

More than half of NHLI's network are women ages 35 to 55, a vast majority are college-educated/ professional women. With women being the major decision-makers and "chief purchasing officers" in Latino families, and with Hispanic purchasing power nearing \$1 trillion, NHLI's Latina network is a key demographic for any company – a prime target group for recruitment as well as product marketing.

Each webinar attracts between 150-200 participants. A demographic profile of Webinar attendees indicates the following:

- *Age Range:* Approximately 20% of participants are in their 20s, nearly 40% are in their 30s, about 25% in their 40s and 15% are 50 and older.
- *Educational Level:* A vast majority of participants are college educated. About 50% hold Master's degrees, and 40% Bachelor's degrees.
- *Employment Sector:* Nearly 40% of participants come from the corporate/business sector, about 35% from the nonprofit sector, about 15% government.

Webinars allow the opportunity to survey our network of professional Latinas and provide valuable information for your marketing and outreach efforts. The webinars include survey opportunities when participants register, during the webinar itself through a poll feature, and post-broadcast evaluation surveys.

Each webinar presents an opportunity to co-brand your company with NHLI as an active partner in promoting Latina leadership and in increasing awareness of issues important to the community.

Sponsoring an NHLI Webinar is a sound investment. NHLI has enjoyed a long history of support and sponsorship by America's business titans, including StateFarm Insurance Companies, Wal-Mart, MillerCoors, UPS, Nordstrom, and others. Nonprofit partners have included AARP, The 2012 Project, Plaza del Sol, and others.

Webinar Sponsorship Levels

Webinar sponsorship will allow NHLI to provide its live webinars for free.

Organizations/Corporations can choose to sponsor a webinar or a webinar track at the following levels:

- Single Live-Webinar: \$5,000 (Organization's logo, information included on webinar's literature and an intensive promotional campaign). Option of selecting webinar speakers. Sponsor can also choose to have NHLI propose expert speakers from their network.
- Webinar Series (total of 3 webinars): \$20,000 (Organization's logo and information included on (3) live webinars' literature under a specific track, option of selecting webinar topic and/or speakers for all webinars). Sponsor can also choose from NHLI's cadre of expert speakers from their network.

For more information on NHLI's online seminars and webinar sponsorship, contact Maria Clara Samaniego at 703-527-6007 x.016.

Presenter Information

What is a webinar?

Webinars are live online presentation that use of PowerPoint presentations for visual support. All of our webinars are archived and can be viewed on demand.

How long does a webinar last?

All of our webinars are intended to last 60-minutes. All presenters are asked to prepare a 45-50 minute presentation, while leaving 10-15 minutes at the end to take questions and answers.

What does the presenter do?

- Please complete our Webinar Agreement, as well as our Webinar Proposal, forms (please find them attached).
- Please provide NHLI with a PowerPoint presentation that will be used as a visual aid during the webinar. This should be submitted two (2) weeks in advance.
- All presenters are asked to participate in one practice webinar. The PowerPoint presentation will be used during the practice, and it's intended to help the presenter get familiar with the webinar presentation technology and logistics.
- Identify a back-up presenter that could take the presenter's place in case of an emergency.

NHLI will provide the following:

- NHLI provides all marketing and logistical support that will be needed to conduct a successful webinar.
- Our Webinar Team is available to help you plan and execute your presentation.
- As one of our webinar presenters you will be provided with background information as well as webinar guidelines. This ensures that the PowerPoint presentation is appropriate for our webinar.
- To assure we transmit a high-quality webinar, NHLI staff personnel will be involved during the training and entire live presentation.
- Unless there is a previous agreement, NHLI will not provide honorarium nor will any expenses be reimbursed for this presentation.

When do webinars take place?

NHLI's webinars are presented on Wednesday's at 1 p.m. Eastern, noon Central, 11:00am Mountain and 10 a.m. Pacific time.

Who can participate in the webinars?

NHLI Webinars are open to the general public, and are highly attended by our alumnae and current fellows.

The presenter will receive:

- The presenter will be given the opportunity, to share their knowledge and expertise.
- The presenter will also be given promotion on our website email, and through social media outlets.

Submission

Please submit your completed **Webinar Agreement** and **Webinar Presenter Proposal** forms four (4) weeks prior to proposed webinar date to **Maria Clara Samaniego** by:

E-mail

Communications@nhli.org

Mail

National Hispana Leadership Institute
P.O. Box 53038 Washington, D.C. 20009

Presenter's Proposal

Today's Date _____

Thank you for wanting to share your knowledge and skills with others.

Please fill out all of the information below, and attach your resume or a brief biography.*

Presenter's Information

Name _____ Title _____

Organization _____

Address/City/State/Zip _____

Phone (_____) _____ Fax (_____) _____

E-mail _____

I have attached a digital photo/headshot of myself along with this completed proposal.

I have attached my resume or a brief biography

References (list or attach 1-2 speaking references)

1 Name _____ E-mail _____

2 Name _____ E-mail _____

Have you ever presented a webinar before? Yes _____ No _____

If yes, most recent topic and date _____

Telephone headset: Do you have a telephone headset to conduct the presentation?

Yes, I already have one _____ No, I need NHHI to send me a headset _____

**If you will be having any additional presenters please make sure each presenter completes their own sheet.*

Proposal Information

Topic & Purpose _____

Proposed Program Title _____

Proposed Timeframe/Date _____ Back-up Date _____

Proposed Length

60 Minutes _____ 90 Minutes _____ Other _____

Level of Material

Beginner _____ Intermediate _____ Advanced _____

Target Audience (community managers, board members, alumnae, etc.)

Session Description (or attach a proposal)

Learner Outcomes (By the end of this learning session, participants will be able to)

1 _____

2 _____

3 _____

Please submit the **Webinar Agreement** as well as the **Presenter Proposal** forms at least four (4) weeks prior to your proposed webinar date.

Webinar Agreement

Thank you for considering submitting a webinar proposal. The realization of NHLI's webinars, are up to presenters like you. The following guidelines are created to ensure the success of your presentation.

When preparing for your presentation please follow these guidelines.

- All webinar proposals and presentations are done on a voluntary basis.
- All proposals will be considered. Proposals that are submitted which relate best to current issues and trends will hold a higher preference.
- All webinar presentations must be submitted using NHLI's PowerPoint template. This should be submitted two (2) weeks in advance.
- Proposal acceptances are based on the content of the presentation. Please inform NHLI of any changes to the content or presenter in advance.
- NHLI does not permit the distribution and sale of any of the promotional materials, or any ventures that may benefit the presenter personally or financially.
- Presenters are prohibited from selling the content of the presentation.

The following **Webinar Agreement** should be followed by the presenter:

- If I am selected as an NHLI webinar presenter I agree to meet the deadlines placed by NHLI team.
- NHLI will record my presentation and it will be archived for future access.
- A signed copy of this agreement is required prior to the date of presentation.

As a selected presenter, I understand my responsibilities which are outlined above, and I will follow the guidelines provided to me.

Presenter Signature

Date