



# WEBINAR SPONSORSHIPS

NADA is proud to provide a weekly webinar series as part of our valuable professional training and educational programs available to NADA and ATD members.

## ABOUT THE WEBINAR PROGRAM

### PURPOSE

Present an engaging, relevant and informative topic influential to the automotive industry.

### AUDIENCE

Dealers and dealership staff at all levels and specialties; auto industry executives.

### DAY

Wednesdays



#### STEP 1

Submit [proposal form](#) and choose date



#### STEP 2

Complete Webinar [Info Form](#)



#### STEP 3

Submit presentation and presenter headshot



#### STEP 4

NADA legal review and final edits



#### STEP 5

Complete webinar

## CALL FOR PROPOSALS



- Present on topics that are timely and relevant to NADA and ATD members.
- Share insightful information that dealership staff can put to immediate use.
- Engage in topics that are not duplicative of current NADA content, but lead the learner to additional, more substantive online training and education.

## PRESENTATION REQUIREMENTS



- Proposal form must be completed and submitted six weeks prior to the live webinar date.
- **Educational, not promotional, in nature.**
- Vendor-neutral.
- At least three specific takeaways the viewer can put to use immediately.

## FORMAT



- Anywhere from 30-60 minutes long, including live Q&A with attendees.
- Conducted live, recorded and available on demand through NADA as a member benefit.
- Moderated by NADA webinar manager.
- Presented on your branded PowerPoint template.
- NADA will handle logistics including registration, facilitation and production.

## MARKETING



- NADA promotion includes: [nada.org](#), the daily e-newsletter (*NADA Headlines* or *ATD Insider*), minimum of two email promotions and two social promotions.
- Presenters will receive the registration link to use in their own marketing efforts to promote live attendance to the webinar.
- Logo on registration page and all webinar emails.

## ADDITIONAL DETAILS



- PowerPoint slides are **due one week** prior to the webinar date to ensure adequate NADA editing and legal review.
- NADA retains all rights for use of the recorded webinar, which will be available on demand to members of NADA and ATD. Sponsor is not permitted to post or share webinar recording.
- NADA maintains an open-access policy for sponsored webinars and does not restrict or deny registration based on competitive status or company affiliation. Sponsors may define their intended audience; however, attendance will not be limited by excluding competitors.

## FEES



- \$15,000/webinar with volume discounts.
- Volume discounts
  - 2 webinars: \$13K/each. (must commit to 2, within 12 months).
  - 3 webinars: \$12K/each. (must commit to 3, within 12 months).