



## Security and Sustainability Forum Webinar Sponsorship Program

[www.ssfonline.org](http://www.ssfonline.org)

**The Security and Sustainability Forum Business Model** – Formed in late 2009, the Security and Sustainability Forum (SSF) is a public interest educational organization that convenes global experts in free webinars to address the threats to society from disruptions to natural systems, including climate change. Webinars are underwritten by corporate, academic and government sponsors interested in furthering sustainability education and gaining visibility with SSF's 25,000 sustainability subscribers.

### What Sponsor's Get for their Money

- Role in framing the program
- Panel seat for qualified staff
- Logo on promotions and webinar materials
- Sponsor branded material offered to SSF subscribers
- Input to webinar audience survey
- Audience statistics and survey results

### SSF Numbers at a Glance

- 25,000 sustainability subscribers
- 1050 average registration per webinar (several over 2000)
  - 40% attend live
  - More watch the recordings
- 200 webinars produced
- 300 hours of content archived
- 600 expert past panelists
- 30 professional association partnerships



### Webinars Enable Sponsors to

- Support important sustainability education
- Enhance credibility in client sectors
- Feature services, courses and products
- Demonstrate thought leadership
- Position for contracts and grants
- Associate with global leaders

*"This webinar helped to clarify some of the issues that will be considered as we move forward in the near future to address health issues for climate action plans." Donald Burgess, Broward County, Land Preservation Administrator*

**Cost of Sponsorship:** Ranges from \$4500 to \$10,000 depending on the extent of promotions and amount of programing services needed to produce the webinar.

**Co-sponsorship:** Current sponsors are interested in co-sponsors to help defray costs and increase the number of webinars in a series.

### Interested in Sponsorship or Co-sponsorship?

Contact: Edward Saltzberg, [esaltzberg@ersadvisors.com](mailto:esaltzberg@ersadvisors.com) (703) 992 3848

### Sponsors are in Good Company:

