



SME Webinar Sponsorship opportunity offers leading companies in mining, metallurgy & exploration the opportunity to collaborate with SME on current, innovative and influential trends in the mining industry.

Leverage SME webinars to promote your leadership as a topic expert and provide professional development and job-critical learning opportunities for your target audience. As a sponsor, you are able to work with the SME Programs team to help develop a thematic webinar series and collaborate on educational content.

1. Drive **thought leadership** and position your company as a market leader
2. Raise your **brand awareness** throughout multichannel webinar marketing campaigns
3. Generate **qualified leads**
4. Engage with your existing (and prospective) **stakeholders**

Each SME webinar is 60 minutes, and available on-demand at our [digital webinar library](#). SME is committed to providing our members with 5-8 webinars a month.

SME Webinar Sponsorship Opportunity - \$5,000

Sponsor a set of three (3) thematic-based SME webinars, over the course of 4 months! You can work with the SME Programs team to determine a theme and audience for the three (3) webinars.

Benefits include:

- Opportunity to show a 1 minute video or speak for 1 minute at the beginning of each webinar
- Company recognized by the webinar moderator at beginning and at end of the webinar
- Logo on the opening slide of the webinar
- Sponsor logo/name recognition on all digital marketing (email, website, social media) and webinar promotions/reminders
- Basic webinar attendee list (attendee and company name)

In addition, you will have the opportunity to **host your own webinar to SME members** on a date of your choosing during the 4 months. Your webinar will be free to attendees.

Benefits include:

- One 1/3 page ad in *Mining Engineering* magazine promoting your webinar session the month prior
- One banner ad on SME website promoting your webinar session in the week prior
- Two email blasts promoting webinar session to SME members
- Webinar event posts on SME social media
- 60-minute webinar slot
- Generate qualified leads and interact with your audience through polls and a Q&A session
- Following the event, you will be provided webinar attendee list (contact info of those who opt in), questions asked during webinar and answers to any polls given during the session

Full video/audio recordings of our webinars are available to SME members 100% of the time via our Webinar Subscription product. Your logo and branding will remain associated with your webinars as members view them in the future.

For more information on Webinar Sponsorships, contact: Emma Salditt | salditt@smenet.org | (303) 948-4224