

# Webinar Sponsorship Opportunities

*Increase your reach • Generate leads • Be a thought leader*

Webinars are an opportunity to provide educators with valuable content and align your brand with a topic or issue of importance to your target population. Now you can reach a loyal and dedicated audience of educators through sponsorship of a SimpleK12 “Day of Learning” during which several webinars focused on a single professional development topic are held.

SimpleK12 is the K-12 market’s most trusted professional development provider, producing hundreds of webinars each year that provide practical, hands-on guidance for educators looking to enhance their skills and knowledge.

When you sponsor a SimpleK12 “Day of Learning” your brand will reach educators looking for new ideas, innovative solutions and proven strategies. In addition to brand visibility, you’ll also receive a list of all the educators who registered for the webinars held during the “Day of Learning” your organization sponsored. The list will include e-mail addresses so you can follow up with registrants and begin to build your own relationship.

## Sponsoring is Easy

SimpleK12 takes care of everything. Just provide your logo and a few brief messaging points and SimpleK12 will do the rest, from promoting the webinars in your “Day of Learning” webinar series to registering attendees to sending follow-up communications. Webinar sponsorship is a simple way to expand your marketing reach and strengthen your brand.

For more details, contact your Agile Account Executive.

866.783.0241 • [www.agile-ed.com](http://www.agile-ed.com)

## SimpleK12’s Reach

Registrations:	500 - 2,500
Live Attendees:	50% of registered attendees
Job Titles:	Teacher, Librarian, Media Specialist, Principal, Technology Director/Coordinator, Curriculum Director, Superintendent, Program Director



**Agile** • • • • •  
EDUCATION MARKETING

SimpleK12®

## All the benefits of webinar marketing, none of the work!

Webinars are a proven content marketing strategy. SimpleK12 makes it possible for you to reach thousands of educators through multiple high quality webinars with very little work on your part.

### Sponsorship Benefits:

- A direct link to your web site from the webinar registration page within the SimpleK12 Teacher Community.
- Recognition of your sponsorship with a link to your web site included in blog posts and other messages sent to registered attendees before, during and after the webinars.
- Verbal recognition of your sponsorship during the live webinars as well as inclusion of your logo and marketing message on slides throughout the webinars.
- Custom promotional content included in the follow-up e-mail sent to all webinar attendees.
- A complete list of registered attendees that you can use for your own sales and marketing follow-up.

Agile can help you coordinate your webinar marketing strategy with your other promotions to ensure a comprehensive, highly effective integrated approach. Get in touch with us today.

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EDUCATION MARKETING

**SimpleK12**®

Choose from timely webinar topics that align with your brand.

Broad themes include:

Administration  
Blended and Virtual Learning  
Classroom Management  
Common Core  
Differentiated Learning  
Interactive Classroom Technologies  
iPads & Mobile Learning  
Learning Theories and Strategies  
Response to Intervention  
Social Media and Collaboration  
Special Education  
Web 2.0 Tools

