

## Sponsorships in the Virtual Environment aka “Beyond the Bag”

Sponsorships in the virtual environment bring much greater value to corporate and community. Best of all, there’s **zero** additional cost to you; no banners to print; no bags to organize; no flyers to print and pass out! Below are a few ways you can add sponsors and partners to your virtual college fair website.

**Sponsor logos and messaging** can be placed in several locations throughout your event website. Logos can be clickable to links to the sponsor website (be sure to set the sites to open in a new window).

1. The marketing page – this is where you promote the event and bring people to register and log into the fair.
2. The virtual fair website – this is the page where registered attendees land after logging in.
3. Place logos in the footer of the website, so it will appear on all web pages including the registration form.
4. A separate, dedicated sponsor page – construct a page to highlight multiple sponsors or an individual sponsor. Place a button on your marketing or fair website page to access the sponsor page.

**Waiting Room Logo and Messaging** before your presentations. You can create a PowerPoint slide with your sponsor logo, messaging and the title of the presentation to display prior to the start of your webinar presentations.

**Sponsor Videos** – for your high-level sponsors, consider a very brief 5 to 10 second promotional video.

1. Post videos on your marketing, event site, or dedicated sponsor pages.
2. Moderators or speakers can introduce your sponsor and play the video at the beginning of sessions.

**Email Marketing Campaigns** – sponsor logos can be included in your invitation marketing emails with clickable links to their websites.

**Sponsorship Levels** – you can opt to create levels of sponsorships in Swoogo (Platinum, Gold, Silver, Bronze) to offer different levels of prominence on your event website based on how much they have donated to your event.

For example: consider using the videos or ads displayed before sessions as your Platinum sponsor, for Gold offer their logos visible on all your web pages, Silver may get something on the marketing page alone, and Bronze sponsors may get an ad at the bottom of the registration page, etc.

