



SMANA

SOCIAL MARKETING
ASSOCIATION OF
NORTH AMERICA

Advancing Behavior Change for Social Good



SMANA Sponsorship Opportunities

Showcase your brand and products to active and influential social marketers and behavior change agents through SMANA's communications platforms and events.

SPONSOR SMANA

JOIN US IN ADVANCING BEHAVIOR CHANGE FOR SOCIAL GOOD.

SMANA overview

The Social Marketing Association of North America (SMANA) started in June 2016 to help connect practitioners, academics, and students; build a strong community of practice and disseminate best practices; provide assurance that our efforts are rigorous; facilitate opportunities for organizations to take advantage of our member's expertise and advocate for the advancement and use of social marketing to impact social change.

Two years strong, SMANA has over 500 members across the United States, Mexico, Canada, the Caribbean, and Central America. Our members are change agents from all sectors – for-profit social marketing agencies, nonprofits, academia, and government agencies. Join us in our momentum forward - become a SMANA Sponsor today!

Gain exposure for your brand with our broad and deep reach

We are social marketers, behavioral scientists and economists, conservation psychologists, environmental educators, behavior change communicators, entertainment educators, health communicators, design thinkers, and the list goes on.

We're affiliated with groups such as AB In Bev, Action Research, American Council for an Energy Efficient Economy, American University, American Forest Foundation, American Marketing Association, Centre of Excellence for Public Sector Marketing, Chesapeake Bay Trust, Crosscut Strategies, Cullbridge Marketing and Communications, Eureka Facts, Florida Prevention Research Center at the University of South Florida, Fors Marsh Group, Fuse, George Washington University, Green Motivate, Hager Sharp, Human Rights Campaign, International

Social Marketing Association, IQ Solutions, JSI, KYNE, National Institutes of Health, New Knowledge, Pacific Northwest Social Marketing Association, PCI Media Impact, Ogilvy, Partnership for Food Safety Education, Porter Novelli, Rare, Rescue, Ryan White HIV/AIDS Program, Social Marketing Quarterly, US Census Bureau, USDA, Westat, Yale University, University of Rhode Island, etc.

We engage our members through various communication platforms and events

Be seen when social marketers and change agents are thinking about and discussing their initiatives, programs, challenges, resource and technical needs, and opportunities. Promote your brand across our platforms and events: the SMANA.org website, SMANA's LinkedIn page and member group, quarterly SMANA e-newsletter, networking events across the U.S., partner conferences, and our Ask-The-Expert live talks and webinars.

Talk to us today about becoming a SMANA Sponsor – be known and in the know

Our members want to hear about your brand and products, and we want you to join the ranks of the SMANA industry leaders and change agents advancing social marketing and changing behaviors for social good.

As a sponsor, you'll receive exclusive opportunities to showcase your brand. Additionally, your organization will receive free annual SMANA memberships and exclusive first right-of-refusal for SMANA conference and forum sponsorship opportunities. The full details follow.

SMANA 12-month Sponsorship Levels and Benefits

INNOVATOR \$10,000 investment *Limited to three sponsors annually	VISIONARY \$5,000 investment	THOUGHT LEADER \$1,000 investment	TRAILBLAZER \$500 investment	Reach, Frequency and Key Metrics Information
Memberships - 6 (\$330 value)	Memberships - 4 (\$220 value)	Memberships - 3 (\$165 value)	Memberships - 2 (\$110 value)	Each SMANA membership is a \$55 value.
SMANA Membership Benefits Include: <ul style="list-style-type: none"> • Ability to participate in members-only Ask-The-Expert sessions in English and Spanish • Discounts on conferences and online seminars • Access to members-only job board • Guaranteed admission to regional networking events • Advanced access to SMANA's seasonal e-newsletter • Support of the social marketing listserv managed by SMANA • Automatic membership to the International Social Marketing Association, including its excellent webinar series (valued at \$50/webinar) • 20% discount on the <i>Social Marketing Quarterly (SMQ)</i> journal 				
SMANA.org Website <ul style="list-style-type: none"> • Company logo on home page • Recognition on a special sponsor sub-page with a link to your web page • Description (up to 250 words) of your company on sub-page 	SMANA.org Website <ul style="list-style-type: none"> • Company logo on home page • Recognition on a special sponsor sub-page with a link to your web page • Description (up to 100 words) of your company on sub-page 	SMANA.org Website <ul style="list-style-type: none"> • Company name on home page • Recognition on a special sponsor sub-page with a link to your web page 	SMANA.org Website <ul style="list-style-type: none"> • Company name on home page 	SMANA.org Website <ul style="list-style-type: none"> • Number of website users per month (average) = 283 • Percentage of new users per month (average) = 81% (rest are returning visitors) • Site visit duration (average) = 2 minutes • Number of website sessions per month (average) = 391 • On average, most visitors access the site directly (51%) and others via organic search (34%)
SMANA Seasonal E-Newsletter <ul style="list-style-type: none"> • One sponsor spotlight article in 1 newsletters • Company logo in 4 newsletters • Company name in 4 newsletters 	SMANA Seasonal E-Newsletter <ul style="list-style-type: none"> • One sponsor spotlight article in 1 newsletter • Company logo in 4 newsletters • Company name in 4 newsletters 	SMANA Seasonal E-Newsletter <ul style="list-style-type: none"> • Company logo in 4 newsletters • Company name in 4 newsletters 	SMANA Seasonal E-Newsletter <ul style="list-style-type: none"> • Company name in 4 newsletters 	SMANA e-newsletters are published seasonally - Summer, Fall, Winter and Spring to members and archived on SMANA.org 4 issues/12-months <ul style="list-style-type: none"> • Recent Member metrics: <ul style="list-style-type: none"> - 528 recipients - 24% open rate - 47 link clicks • Recent Non-member metrics: <ul style="list-style-type: none"> - 564 recipients - 29% open rate - 25 link clicks
SMANA Regional Networking Events <ul style="list-style-type: none"> • Company name mentioned: <ul style="list-style-type: none"> - In promotional emails - On event signage - During event welcome and closing remarks - In thank you email 	SMANA Regional Networking Events <ul style="list-style-type: none"> • Company name mentioned: <ul style="list-style-type: none"> - In promotional emails - During event welcome and closing remarks - In thank you email 	SMANA Regional Networking Events <ul style="list-style-type: none"> • Company name mentioned: <ul style="list-style-type: none"> - During event welcome and closing remarks 	SMANA Regional Networking Events <ul style="list-style-type: none"> • Company name mentioned: <ul style="list-style-type: none"> - In promotional emails 	Quarterly events in select US major markets. <ul style="list-style-type: none"> • About 12 events annually in total, 25-50 attendees per event Ability to customize to your needs; promote in your key region(s) or across the US.
SMANA Ask-The-Expert Live Talks and Webinars For the live event, your company name mentioned: <ul style="list-style-type: none"> • In promotional emails • On event slide • During event welcome and closing remarks • In thank you email For On-Demand Access by SMANA members: <ul style="list-style-type: none"> • Recognition on a special member's only webinar sub-page with your logo and a link to your web page 	SMANA Ask-The-Expert Live Talks and Webinars For the live event, your company name mentioned: <ul style="list-style-type: none"> • In promotional emails • On event slide • During event welcome and closing remarks For On-Demand Access by SMANA members: <ul style="list-style-type: none"> • Recognition on a special member's only webinar sub-page with your logo 	SMANA Ask-The-Expert Live Talks and Webinars For the live event, your company name mentioned: <ul style="list-style-type: none"> • In promotional emails • On event slide 		Ask-The-Expert live talks and webinars are held live, and recorded for future on-demand access by SMANA members. <ul style="list-style-type: none"> • 15 SMANA members per live session An excellent opportunity to spotlight your brand, expertise and product/service offerings with an engaged, focused group of participants. All while supporting the growth of a strong community of practice and the dissemination of best social marketing practices.

LinkedIn Promotion: All sponsors will be mentioned on the SMANA LinkedIn page and members-only LinkedIn group. Your 12-month sponsorship can begin at the first of any month of the year.



JOIN US IN ADVANCING BEHAVIOR CHANGE FOR SOCIAL GOOD

Contact us. We love to create win-win sponsorships.

We are here to work with you to create win-win SMANA sponsorship opportunities. Please call or email any one of us below or email contactSMANA@gmail.com.

Sandra Paredes, *SMANA President*
917-902-0312, SandraLParedes@gmail.com

Kelley Dennings, *SMANA Past-President*
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Sally McCaffrey, *SMANA Fundraising Committee Chair*
510-599-4596, SallyMcCaffrey@gmail.com

Tracey Haldeman, *SMANA BOD and Fundraising Committee Member*
443-841-1084, TraceyH@pinnacleco.com

Find us at SMANA.org •  /company/SMANA •  @SMANAorg

*SMANA sponsorship opportunities as of August 22, 2018.
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More ways you can Sponsor SMANA's work - SMANA Conference and Forum Sponsorship Opportunities

SMANA Inaugural DC Forum: Leveraging the Intersections
Bringing together social issues, perspectives, and change agents to unlock today's challenges
October 10, 2018

Presented as a post-con of the 2018 Behavior Energy and Climate Change (BECC) Conference in Washington, DC
October 7-10, 2018
(700 attendees expected)

Forum Sponsorship Levels Available

50-75 attendees expected

\$2,500 investment	\$1,000 investment	\$500 investment
<p>SMANA Memberships - 4 (\$220 value)</p> <p>Company name, logo, and/or material:</p> <ul style="list-style-type: none"> Mentioned in promotional emails On event signage Highlighted in printed conference agenda Mentioned during welcome and closing remarks At SMANA's registration table at the BECC conference <p>Opportunity to address all attendees before our Forum keynote.</p>	<p>SMANA Memberships - 3 (\$165 value)</p> <p>Company name, logo, and/or material:</p> <ul style="list-style-type: none"> Mentioned in promotional emails On event signage Highlighted in printed conference agenda Mentioned during welcome and closing remarks 	<p>SMANA Memberships - 2 (\$110 value)</p> <p>Company name, logo, and/or material:</p> <ul style="list-style-type: none"> Mentioned in promotional emails Mentioned during welcome and closing remarks

SMANA Membership Benefits Include:

- Ability to participate in members-only *Ask-The-Expert* sessions in English and Spanish
- Discounts on conferences and online seminars
- Access to members-only job board
- Guaranteed admission to regional networking events
- Advanced access to SMANA's seasonal e-newsletter
- Support of the social marketing listserv managed by SMANA
- Automatic membership to the International Social Marketing Association, including its excellent webinar series (valued at \$50/webinar)
- 20% discount on the *Social Marketing Quarterly (SMQ)* journal

2019 SMANA North American Conference in partnership with FUSE

Ottawa, Canada
October 1-2, 2019

Bringing together social marketers and change agents from North America, Mexico, the Caribbean, and Central America for one full day conference and one full day of training workshops.
(150-300 attendees expected)

Conference Sponsorship Benefits Include:

- Named as title sponsor on all literature via "Sponsored by" designation
- Keynote speaking conference opportunity
- Keynote/plenary session chair
- Breakout session sponsorship
- Opportunity to introduce one of the keynote speakers
- Prominent logo placement on pre-event promotional material including brochure, e-flyers, website and advertisements
- Branding/logo placement at the conference venue, including on banners, signage and the conference program
- Prime location exhibit stand
- Complimentary conference registrations

Let us know if we should include you among the first to know our final conference sponsorship details!

Contact us. We love to create win-win sponsorships.



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