



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 scientifically 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.

SMANA has over 600 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, BeeMeasure, Center for Biological Diversity, City University of NY, Community Health Center, Cullbridge Marketing and Communications, Fairfax County VA, Fuse, George Perlov Consulting, George Washington University, Georgetown University, Green Motivate, Hager Sharp, Human Rights Campaign, International Social Marketing Association, IQ Solutions, Kitsap

County WA, KNow Research, KYNE, Nebraska Recycling Association, New Knowledge, NC Clean Energy Technology Center, Ogilvy, Pacific Northwest Social Marketing Association, PCI Media Impact, Partnership for Food Safety Education, Pinnacle Communications, Population Institute, Rare, Rescue, Social Marketing Quarterly, Southern CT State University, the University of AZ-Center for Rural Health, University of Washington, Weststat, 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, bi-monthly 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 bi-monthly 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 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) = 600 • Percentage of new users per month (average) = 86.7% (13.3% are returning visitors) • Site visit duration (average) = 1 minute • Number of website sessions per month (average) = 858 • On average, 1,493 page views per month
SMANA Bi-monthly 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 Bi-monthly 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 Bi-monthly E-Newsletter <ul style="list-style-type: none"> • Company logo in 4 newsletters • Company name in 4 newsletters 	SMANA Bi-monthly E-Newsletter <ul style="list-style-type: none"> • Company name in 4 newsletters 	SMANA e-newsletters are published bi-monthly - to members and archived on SMANA.org 6 issues/12-months <ul style="list-style-type: none"> • Total Subscribers 2,599 • Recent Member metrics: <ul style="list-style-type: none"> - 61% open rate • Recent Non-member metrics: <ul style="list-style-type: none"> - 52.2% open rate
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"> - In promotional emails - 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. 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 talks and webinars are held live, and recorded for future on-demand access by SMANA members. <ul style="list-style-type: none"> • Webinar e-blasts <ul style="list-style-type: none"> - 331 recipients - 34% open rate An excellent opportunity to spotlight your brand, expertise and product/service offerings with an engaged, focused group of participants. 6 webinars with 145 attendees.

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.

Tracey Haldeman, *SMANA President*
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Find us at SMANA.org •  /company/SMANA •  @SMANAorg

*SMANA sponsorship opportunities as of September 2, 2023.
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