

PARTNER OPPORTUNITIES



VIRTUAL TRADESHOW

Get to know the 50+ Annual Conference Exhibitors SAMPLE All our exhibitors and sponsors are promoted in our Virtual Tradeshow. This has been a great addition to our website and helps the thousands of SBDC professionals who do not get chance to attend our annual conference an opportunity to meet their supporters.

Profiles Include:

- Photo of Personnel in Exhibit Booth (taken at our annual conference)
- 50 Word Company Description
- Company Contact Email Address
- Website URL
- Sponsor Status
- Blog Contributor Status
- Link to Sponsor Offer
- Company logo
- Marketing Collateral (PDF)

Submission Requirements

- ✓ All text information should be in one Word document.
- ✓ Company logos should be a high-res jpeg/png file
- ✓ All Marketing Collateral must be in PDF format.



SPONSOR OFFERS

Special discounts and offers for SBDCs and their clients

SAMPLE

The America's SBDC Sponsor Offers database is our online marketplace. This database is public, so your special offers will be available to SBDCs, their clients and small businesses all over the world. A new offer is highlighted every 2 weeks on our website and in the newsletter.

Submission Requirements

- ✓ 1-2 sentence description on the offer.
- ✓ A URL to a landing page, product page or your website
- ✓ High-res jpeg./png. logo product, service, etc.
- ✓ Everything should be submitted in a Word doc besides the logo.
- Note: These entries must highlight a special offer, product or service.



BLOG

Voted "Top 100 Websites for Entrepreneurs" by Forbes <u>SAMPLE</u> The America's SBDC Blog launched in November 2011 and was named one of the "Top 100 Best Websites for Entrepreneurs" by Forbes in 2013. Our blog is one of the most viral pieces in our SBDC network. SBDCs repost and share our blog everyday. Plus all the posts are shared through our social media outlets. Get credit for being an industry expert with a network of over 5,000 small business counselors.

Submission Requirements

- ✓ All entries are due the 15th of every month and emailed to America's SBDC at marketing@americassbdc.org.
- ✓ America's SBDC has the right, after 3 late or failure to submit entries, to terminate your contribution on the blog.
- ✓ America's SBDC reserves the right to reject any entry, and to make stylistic and grammatical changes to posts.
- ✓ All blogs must be education focused.
- ✓ All blogs should include a company description or author bio and a logo or headshot.



NEWSLETTER

Reach: 5,200 Open Rate: 30% Schedule: Bi-weekly SAMPLE The America's SBDC bi-weekly newsletter is sent to the entire SBDC network including SBDC State & Associate State Directors, Center Directors, Advisors and others in the SBDC network. The focus of the newsletter is to provide updates and opportunities to the network. This information could include job opportunities, new webinars/events, updates from the Board of Directors or Committees and much more. This is the perfect place to announce a new event, offer or news.

We will typically run your announcement in two editions of the newsletter. Have a quote, event photos or follow-up info? Great, let us highlight the success of your project in the newsletter.

Requirements:

- ✓ Email us to find out when the next newsletter is going out and your info must be submitted at least 24 hours before the launch date/time.
- ✓ To avoid a lengthy newsletter we like to provide 1-2 short paragraphs and link to a PDF or website. Plan to provide your info in both formats.



Have something to share with our network or their clients via webinar? We will announce and promote your webinar in our bi-weekly newsletter and if appropriate through our social media websites.

Webinar Requirements

- ✓ Who is your audience, SBDCs or SBDC clients?
- ✓ We recommend that webinars not run over an hour.
- ✓ We recommend webinars be scheduled around 2-3 pm EST to catch all time zones.
- ✓ America's SBDC does not provide a webinar service. However we suggest using Anymeeting.com, their service is free.
- ✓ Links to the webinar registration and/or landing pages must be provided.
- ✓ You will need to submit any logos or graphics in jpeg/png format.
- ✓ A webpage or marketing piece must be provided to share information on the event with the network.
- ✓ Collateral must be submitted as a PDF.



For more information on communication and marketing opportunities contact; **April Youngblut**april@americassbdc.org

For partner, sponsor and exhibitor information contact;

Donna Ettenson donna@americassbdc.org

America's SBDC 8990 Burke Lake Rd. 2nd Floor Burke, VA 22015 (703) 764-9850 AmericasSBDC.org