



SALES ENABLEMENT SOCIETY

SPONSORSHIP PROPOSAL

2021



WHY PARTNER WITH SES?

Sales Enablement Society has built the largest network of sales enablement professionals around the world. Our global network is a strong, engaged and inclusive community of practitioners, analysts, academics and solution providers who are committed to supporting each other professionally through discussion, connection and engagement.

We have established ourselves as the go-to resource for premium education and connection for sales enablement professionals in all stages of their careers- from junior through mid and senior levels.

As the only non-profit organization for sales enablement, SES is proud to maintain their stance as a trusted, unbiased source of education, content and data for practitioners.

Through our partnerships with corporate organizations, SES has been able to provide a global forum for members to connect, grow and exchange ideas. Collectively, we help evolve the profession by driving research for development of the sales enablement function, educate members and organizations for growth and alignment and help enable companies' and individuals' success.

This proposal outlines the opportunities for you to serve as a partner for 2021 activities and events with the Sales Enablement Society. A partnership with SES provides a tremendous platform for your organization to showcase your solution and expertise, while positioning yourself as a leader in the sales enablement space before thousands of practitioners and leaders that SES will engage throughout the year.



CONTENT MARKETING

Survey Research Collaboration (3 available) \$25,000

An SES Survey Research Collaboration enables you to help shape the industry and support the growth of new discoveries and technologies. Help shape the conversation with your clients and prospects by creating and managing a customized survey distributed by SES to a database of 8,000+ members across the globe.

SES will promote the survey and report to its database a minimum of three times. In addition to the survey, you will create the report and SES will distribute to membership and post on our website.

Survey Research Collaboration with added webinar: \$35,000

All of the above benefits plus the opportunity to promote the findings on a 60 minute SES hosted live webinar. SES will post the report on its website and distribute electronically to its member database. First round distributed to members who participated. Second release distributed to general membership after the webinar.

Partner Marketplace Content \$10,000

Produce an interactive multi media educational module that will be hosted on the SES website Marketplace. This content is intended to educate our audience on your business and what you can bring them. Partner with SES to deliver premium educational resources for members only through our Marketplace. 10-15mins content (video, animation, interactive activities). Branded content. Hosted for 12 months.

Learning Center Partner

Partner with SES to build an online Learning Center for members and non-members. Sponsor the non-branded educational online learning produced and hosted by SES on sesociety.org

Platinum \$20,000- Prominent logo recognition and link to your organization on the digital Education Center for 12 months. Logo and link on one newsletter distributed to 8,600+ subscribers, and posted on sesociety.org , one post with link to your organization on the SES LinkedIn Page with 7,000+ followers

Gold \$15,000 - Prominent logo recognition on the digital Education Center for 12 months. Logo and link to your organization on one newsletter distributed to 8,600+ subscribers and posted to sesociety.org

Silver \$10,000 - Logo recognition on the digital Education Center for 12 months. Logo and link to your organization on one post on the SES LinkedIn Page with 7,000+ followers

Bronze \$5,000- Logo recognition on the digital Education Center for 12 months.

CONTENT MARKETING

Sponsored Educational Webinar \$15,000

Be featured as an exclusive speaker on the SES webinar series focused on the latest trends and challenges facing sales enablement. Join the ranks of the industry's most knowledgeable professionals to share success stories, unpack challenges and dive into topics of interest for our viewers. SES will host a 60 minute webinar featuring your organization as the presenting speaker. Webinar strategy and topic creation to be developed in partnership with SES.

An online marketing campaign will be created and executed by SES that includes branding, email promotion and social media promotion. Your logo will appear throughout sesociety.org specific to the event, and your webinar will be featured in our monthly e-newsletter to boost registrations and encourage attendance. SES will deliver pre and post webinar emails with your logo to a database of 8,000+ members, and will promote your webinar on our social media channels on your behalf- LinkedIn 17,000+ followers, Facebook 500+ followers, Twitter 600+ followers. Post event, you will receive the registrant list.

Newsletter Content Sponsor - \$5,000

The monthly SES newsletter combines the newest and best member benefit content and resources directly from SES alongside curated news- providing SES members exactly what they need to know to navigate the challenges they face as sales enablement professionals. Showcase your solutions, expertise and brand with an educational article containing a link to your organization. Newsletters are emailed to a membership database of 8,600+ subscribers, posted on the SES LinkedIn Page with 17,000+ followers and posted on sesociety.org. SES and partner will work together to develop content for the post.

Dedicated Email Send \$5,000

Have your brand and preferred content sent to our members in an exclusive email send. Distributed to database of 8,600+ members.

DIGITAL ADVERTISING

SESociety.org \$5,000

Build brand awareness, generate leads and drive traffic to your website with the perfect call to action through web advertising on sesociety.org, the No. 1 information resource for SES members.

Available sponsored content opportunities for 1 month:

- Exclusive homepage feature with link to your organization

Podcast Sponsorship (12 available) \$5,000

SES produces a monthly podcast, “Stories From the Trenches”, featuring sales enablement practitioners who share personal stories and practical strategies on overcoming challenges.

-30 second ad available per podcast. Choose from Pre-Roll, Mid-Roll or Post-Roll. Read by the host of the podcast.

-Includes show notes on podcast platform with link to sponsor’s site

-Includes promotion on SE LinkedIn page (17,000+ followers) with link to sponsor’s site

Membership Sponsorship

Demonstrate your commitment to amplifying the voices of Sales Enablement professionals, while providing growth and opportunities within the industry. Fund 1 year memberships for eligible SES practitioner members. Members must apply for sponsorship. Your logo will appear on the SES website specific to the Scholarship Program section, emails to 8,600+ member database promoting the scholarship program, LinkedIn announcement to 17,000+ followers, and on official communication to all scholarship recipients.

**Membership costs TBD

Newsletter Advertising Sponsor - \$5,000

Align your brand with SES by placing an ad in our monthly newsletter that combines the newest and best member benefit content and resources directly from SES alongside curated news.

Newsletters are distributed via email to a membership database of 8,600+ members, posted on the SES LinkedIn Page with 17,000+ followers and posted on sesociety.org. SES and partner will work together to develop advertising content.

EVENT SPONSORSHIPS

Contact SES for more information.

Opportunities available to sponsor the following signature events. In person and virtual offerings available.

Annual Conference : September 29- October 1st; Atlanta, Georgia

The SES Conference is not just an event. It is a premiere experience for Sales Enablement professionals around the globe. Gather with our community of practitioners, academics and solution providers to build relationships, share valuable insight and help shape the future of the sales enablement profession.

Fireside Chats \$7,500

SES will bring in well respected, innovative keynote speakers from an outside industry across different cities to share valuable stories and lessons of leadership, practical tools and inspiration that can be applied across any business sectors.

Sponsorship includes logo recognition in the marketing communications, logo signage at the event, in person recognition at the event and registration list of attendees following the event.

Executive Round Table \$10,000

The perfect opportunity for a Sales Enablement solution provider to have a structured peer information exchange while building relationships with key prospects and nurturing existing clients in an exclusive environment.

Hand select a target audience that moves leads into sales, and tailor the topic of discussion to align with your solutions. Led by a top Sales Enablement Practitioner Guest Host Moderator, interactive discussions occur in a relaxed atmosphere and closed-door business setting, so the solution provider can easily tailor a core message for hard-to-reach C-level executives and top Sales Enablement practitioner leaders. As the sole sponsor, this exclusive environment provides for more in-depth conversations than most face-to-face events can provide, allowing your field team to develop or deepen relationships with people who have self-identified as wanting to understand your products and solutions and how they can create business value within their organizations.

LION PARTNER PROGRAM

Exclusive sponsorship opportunities for partners under \$10M in revenue

Case Studies - \$2,500

Client case study produced by Partner. Case Study Showcase will be posted on SES LinkedIn page with 17,000+ followers.

Sponsored recognition on Global All Hands Call- \$1,500

Promoted as “brought to you by” recognition for providing the quarterly Global All Hands Call free to Members and Non Members registrants. You will have logo or text recognition as appropriate of your sponsorship on the SES website, targeted marketing communications, at the beginning of the webinar and in the thank you email sent to registrants after the event.

Newsletter -\$1,000

One logo placement and link to your organization on a monthly issue of Elevate- SES Newsletter, distributed via email to 8,600+ subscribers, posted to the SES LinkedIn page with 17,000+ followers and posted on SES website sesociety.org

