



## 2021 Webinar Sponsor Contract

If you're looking for an easy way increase visibility across a variety of channels, look no further. PBSA Webinar sponsorship offers an ideal opportunity to reach your target audience at an accessible price – and acquire advertising points in the process. Sponsorship benefits go beyond the actual webinar itself to promotion to the full PBSA member contact list.

### Engage your target audience

Are your potential clients geared more towards one aspect of the screening industry? Select a webinar in one of our educational tracks: Legal/Compliance, Business, International, Global Learning Center (OnDemand), Drug Testing, Tenant, and Back to Basics (OnDemand).

### What's the impact?

- 3,926 members registered for webinars January – October 2020
- Attendees rated PBSA webinars 4.75 out of 5 for Relevance
- Webinar promo standalones are sent to the PBSA member contact list of approx. 5,800 background screening professionals
- Average open rate of 21.7% for webinar promo standalones in 2020

### What are the benefits to sponsors?

Sponsorship of PBSA live webinars and pre-recorded webinars includes:

- Logo of sponsoring company on the webinar PowerPoint welcome slide (one slide only)
- Name of sponsoring company mentioned in webinar introduction
- Name and logo of sponsoring company listed on:
  - Webinar handout in PBSA Resource Library (life of document)
- Logo of sponsoring company with hyperlink to sponsoring company's website:
  - PBSA webinar email announcements to entire membership (minimum of 2)
  - Webinar registration page
- Name of sponsoring company hyperlinked to sponsoring company's website:
  - "Webinars" section of the Thursday letter (minimum of 2 weeks)
- Name of sponsoring company:
  - PBSA Webinar Library (archives)

**Webinar sponsorships are limited to PBSA members.**

### Logo Specifications

**Logo of sponsoring company must be submitted in JPG format sized as follows: 450 pixels x 120 pixels. A logo may be resized at staff discretion to fit the available space.**

PBSA reserves the right to refuse a logo or return a logo for editing at its sole discretion.

**Each logo change-out is \$25, which will be invoiced at time of change-out and due immediately upon receipt.**

For logo change-out, send logo no later than 5 p.m. (ET) one week prior to specified webinar\*. Example: Webinar scheduled for 1/23/21. Logo due before 5 p.m. on 1/16/21.

### Deadlines

Submit the Webinar Sponsorship Contract, payment, logo and URL to [programs@thepbsa.org](mailto:programs@thepbsa.org) **no**

**later than the first week of the month in which the webinar is scheduled to be presented.**

**Award System for Webinar Sponsorship**

Advertisers must not have any overdue PBSA invoices. For each webinar there will be only one sponsoring company. Webinar sponsorships are available on a first come, first served basis from the date of received completed contract submission form – including complete billing and payment information. **For each webinar sponsorship, the sponsor is awarded 3 advertising points.**

**Refund Policy**

All advertising sales are final. No refunds will be issued for advertiser cancellation. In the event of a webinar cancellation, advertiser may elect a full refund *or* selection of any other available webinar sponsorship at the advertiser's discretion.

**2021 PBSA Webinar Sponsorships  
Contract Submission Form**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Webinar Choice #1: \_\_\_\_\_

Webinar Choice #2: \_\_\_\_\_

Webinar Choice #3: \_\_\_\_\_

See last page for 2021 webinar options. There will be one sponsoring company per webinar.

**Please email your logo to [programs@thepbsa.org](mailto:programs@thepbsa.org).**

Hyperlink to your website: \_\_\_\_\_

Payment due at time of contract (\$300 /webinar).

Payment amount:

\$ \_\_\_\_\_

Check attached

Please make checks payable to: PBSA

**Charge to Credit Card (NOTE: DO NOT EMAIL CREDIT CARD INFORMATION):**

Credit Card Information:  AMERICAN EXPRESS  VISA  MASTERCARD  DISCOVER

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Name on Card: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Billing Postal Code: \_\_\_\_\_

Signature: \_\_\_\_\_ TOTAL: \$ \_\_\_\_\_

Email form **excluding credit card information** to [programs@thepbsa.org](mailto:programs@thepbsa.org) (credit card information should be called in or sent securely) or fax to 919.459.2075. To pay by check, make payable to PBSA and mail to: PBSA, 110 Horizon Drive, Ste. 210, Raleigh, NC 27615

**For PBSA Staff Only:**

**Webinar Sponsorships Advertising Points earned in 2021:** \_\_\_\_\_

**2021 PBSA Webinar Schedule**

\*PBSA will host a minimum of twelve webinars, additional webinars may be added throughout the year. Webinar sponsorships are assigned based on month, not title/subject. Therefore, in the event the monthly webinar title, speakers or topic is changed there will be no effect on purchased advertisements and no refund available. In the event of a webinar cancellation, sponsor may elect to receive a full refund or select another available webinar sponsorship. Contact [programs@thepbsa.org](mailto:programs@thepbsa.org) for the most up to date list of 2021 webinars.

<b>January 20, 2021</b> Legal/Compliance	<b>State Government Relations Update (January 2021); Brent Smoyer, PBSA</b>
<b>SOLD February</b>	TBD
<b>SOLD March</b>	TBD
<b>SOLD April</b>	TBD
<b>SOLD May</b>	TBD
<b>SOLD June</b>	TBD
<b>SOLD July</b>	TBD
<b>SOLD August</b>	TBD
<b>SOLD September</b>	TBD
<b>SOLD October</b>	TBD
<b>SOLD November</b>	TBD
<b>SOLD December</b>	TBD