

Tagoras Sponsor Opportunities

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Securing an Opportunity and Payment

As reflected in the table of contents above, in 2019 Tagoras is offering sponsor opportunities for **Webinars** and **podcast episodes**.

Sponsorships are available on a first-come-first-served basis. We'll **reserve an opportunity when we receive written confirmation via e-mail and lock the opportunity when we receive payment** in full of the fee. **All fees for sponsorships in the first quarter of 2019 must be received by December 27, 2018. All other sponsorship fees must be received by January 31, 2019.** If payment is not received by the deadline, we will open that item back up.

If you would like to be a sponsor, please e-mail info@tagoras.com and let us know which opportunity or opportunities you would like to reserve. We encourage you to include a second choice and even a third, as that will allow us to more quickly lock in an opportunity should your first choice or choices already be taken. Once we know which of your choices are available, we'll schedule a brief phone call with you or the appropriate person on your side to ensure you're clear on how the sponsorship works—our expectations and your benefits.

Best regards,
Celisa Steele & Jeff Cobb
managing directors
info@tagoras.com



Leading Learning Webinars

Sponsorships are available for eight Webinars in 2019: one each in January, March, April, May, September, October, November, and December. Our plan is to hold the Webinars from **1 to 2 pm Eastern on Thursdays**, but specific dates are to be determined (TBD). The free Webinars will be designed to run one hour total and allow time (approximately 10 to 15 minutes) for questions and answers with attendees. Both the topics and the promotional efforts are targeted at people in decision-making roles at organizations that create, market, and sell educational experiences to adult lifelong learners. Tagoras will handle the registration and delivery logistics. One or both principals of Tagoras—Jeff Cobb and Celisa Steele—will lead each Webinar.

Registration for non-LMS selection Webinars over the past two years has averaged 238 individuals. Registration for LMS selection Webinars has averaged 146. While we cannot guarantee registration levels, and registration varies based on the Webinar topic, our e-mail lists have grown considerably over the past years, enabling us to better reach would-be attendees and past attendees who appreciate the high quality and relevance of the topics keep returning for more. Here's a small sampling of the unsolicited feedback we've received about our Webinars.

- “Thank you both for a great presentation.”
—Executive director of an international nursing association
- “Enjoyed this informative Webinar!”
—Director of strategic alliances at a society for higher education leaders
- “It was just great.”
—Director of education at a global trade association
- “Excellent Webinar!”
—Director of communications for a group of nonprofit health care providers

Promotional efforts for the Webinars will include, at a minimum, the following:

- Featuring the Webinars in the monthly Leading Learning e-newsletter published by Tagoras
- E-mails to the Tagoras lists, including acknowledgement of the sponsor in most e-mails
- Announcement on the Tagoras social media channels (e.g., Leading Learning Facebook page, Tagoras Twitter feed, Tagoras LinkedIn page)

As a Webinar sponsor, you receive the following:

- Your company or product logo or name on marketing materials for the Webinar, including the registration page for the event
- Your company or product logo or name and acknowledgement of you as the sponsor on rotating slides displayed before the live Webinar begins
- Opportunity to provide a script for one of the principals of Tagoras to read about your company, products, and/or services during the Webinar and one to three slides to support the script (***We will need your slide(s) and script one week before the Webinar.***)

- Verbal recognition of and thanks for your sponsorship a minimum of two times during the Webinar
- Text-based recognition of and thanks for your sponsorship a minimum of two times in the Webinar chat, including a link to your Web site
- Registration list for the Webinar, including ***e-mail addresses to be used only for communication that provides an opt-out option***
- Acknowledgement of and a link to your company from the download page for the Webinar recording
- Copy of the Webinar recording, from which brief snippets may be made available publicly or which may be shared in its entirety through gated access—e.g., folks have to log in or provide contact information to access it ***(You may make use of the recording as a lead magnet. You may not make the full recording publicly available, as that could diminish Tagoras’s ability to secure registrants for future Webinars; access to the recording is incentive for sign-up, as even if individuals can’t attend live, registrants receive access to the recording.)***

Our expectations of Webinar sponsors include the following:

- You provide us with all necessary input and materials on a timely basis.
- You collaborate with us to co-promote the Webinar. While an obvious aim of sponsorship is to capture leads, we also view this as an opportunity to offer value to the broader learning business community and are most interested in working with sponsors committed to promotional efforts.

We accept only one sponsor per Webinar. You sponsor the Webinar in a given month. Other than for the January and September Webinars (which we’ll devote to LMS selection), we are not announcing the specific focus of each Webinar at this time. Know, though, that the Webinars will focus on actionable, practical, and thoughtful guidance to help organizations in the business of lifelong learning, continuing education, and professional development increase the reach, revenue, and impact of their offerings and that we’ll draw on the five domains covered by the Learning Business Maturity Model (<https://www.tagoras.com/learning-business-maturity-model>): leadership, strategy, capacity, portfolio, marketing. The Webinars below that we offered in 2018 give you a strong indication of the types of topics we’ll address in 2019:



- Lead or Lose: Seven Principles of Learning Leadership
- Finding a Blue Ocean for Your Learning Business
- Building Capacity: How to Staff (or Contract) for Online Learning Success
- The State of Virtual Events
- Learning Trends & Predictions

January Webinar (LMS Selection)

Date: Thursday TBD in January 2019

Price to attendees: free

Sponsorship fee: \$4,000 (one sponsor per Webinar)

March Webinar (Exact Learning Business-Related Topic TBD)

Date: Thursday TBD in March 2019

Price to attendees: free

Sponsorship fee: \$4,000 (one sponsor per Webinar)

April Webinar (Exact Learning Business-Related Topic TBD)

Date: Thursday TBD in April 2019

Price to attendees: free

Sponsorship fee: \$4,000 (one sponsor per Webinar)

May Webinar (Exact Learning Business-Related Topic TBD)

Date: Thursday TBD in May 2019

Price to attendees: free

Sponsorship fee: \$4,000 (one sponsor per Webinar)

September Webinar (LMS Selection)

Date: Thursday TBD in September 2019

Price to attendees: free

Sponsorship fee: \$4,000 (one sponsor per Webinar)

October Webinar (Exact Learning Business-Related Topic TBD)

Date: Thursday TBD in October 2019

Price to attendees: free

Sponsorship fee: \$4,000 (one sponsor per Webinar)

November Webinar (Exact Learning Business-Related Topic TBD)

Date: Thursday TBD in November 2019

Price to attendees: free

Sponsorship fee: \$4,000 (one sponsor per Webinar)

December Webinar (Exact Learning Business-Related Topic TBD)

Date: Thursday TBD in December 2019

Price to attendees: free

Sponsorship fee: \$4,000 (one sponsor per Webinar)

Leading Learning Podcast

The podcast (<https://www.leadinglearning.com>) was launched in August 2015, and the 165th episode will be released in December 2018. Over the past year, the podcast's episodes were downloaded nearly 30,000 times. New episodes are released weekly, on Tuesdays. Podcast interviewees range from association leaders like Marla Weston (CEO of the American Nurses Association) and Scott Wiley (CEO of the Ohio Society of

CPAs and chair of ASAE) to thought leaders and best-selling authors like Robert Cialdini, Ellen Langer, and Jonah Berger—who offer their perspective on the role of lifelong learning in today’s world and what it takes to succeed.



In addition to the interviews, Jeff Cobb and Celisa Steele, the co-hosts, periodically devote episodes to discussing essential issues and trends, like the role of questions in learning, what it takes to staff a learning business, and how to curate. The topics and the promotional efforts are targeted at people in decision-making roles at

organizations that create, market, and sell educational experiences to adult lifelong learners. Quarterly podcast sponsorships are available for 2019. Here’s a small sampling of the feedback we’ve received on the podcast.

- “WOW. The Leading Learning Podcast is flat out awesome. Good production quality. Easy to listen. Very impressed, Jeff & Celisa. Keep bringing it.”
- “Excellent podcast packed full of actionable advice from Celisa, Jeff, and guests. A must-subscribe for the association community.”
- “Imagine having over 30 years of experience helping association professionals understand learning and development...then imagine giving this experience away for FREE. This is what Tagoras is doing with these podcasts, and we are all the better for it. Thanks to Jeff and Celisa—you two never cease to amaze me!”
- “The shows are really great—clean format, snappy music, and, of course, fantastic information. The podcasts are also good inspiration for ways we can all facilitate and share discussions on important topics while also promoting events, products, etc. And I love the written synopsis you provide for each show, which often draws me into the full podcast discussion. Keep it up!”

Promotional efforts for the podcast will include, at a minimum, the following:

- Featuring the podcast in the monthly Leading Learning e-newsletter published by Tagoras
- E-mails to the Tagoras lists
- Announcement on the Leading Learning site
- Repeated posting on the Tagoras Twitter feed and other social media channels
- Boosting of the podcast through Facebook advertising and the Leading Learning Facebook page

As a podcast sponsor, you receive the following:

- Your company or product logo or name in the online show notes (Web pages on the Leading Learning Web site that provide a detailed synopsis of each episode)

- Link to your preferred URL from each episode to which your sponsorship applies, creating a valuable backlink to you (for SEO purposes) from a site that clearly targets people who work in the business of lifelong learning
- Verbal recognition and thanks during the podcast episodes released during the sponsored quarter, including one of the podcast hosts reading the description of your company, products, and/or services that you provide
- Mention of your desired URL during each podcast episode released during your sponsored quarter
- Ability to link to the podcast recording for sharing, social media amplification, etc.—the episodes are enduring content that attract traffic long after the sponsored quarter ends
- Option to suggest up to two episode themes and/or interviewees, such as senior representatives of the sponsoring company or clients who are doing something of interest with learning and education (Tagoras reserves final right of approval for all podcast content.)

Our expectations of podcast sponsors include the following:

- You provide us with all necessary input and materials on a timely basis.
- You collaborate with us to co-promote the podcast episodes. We view the podcast as an opportunity to offer value to the broader learning business community and are most interested in working with sponsors committed to promotional efforts.

We accept up to two sponsors per quarter. (We will recognize and thank the two sponsors at different points in the Webinar, so both sponsors will not be mentioned at the same time.)

Q1 Podcast

Dates: Tuesdays in January, February, and March 2019

Price to listeners: free

Sponsorship fee: \$2,500 (two sponsors per quarter)

Q2 Podcast

Dates: April, May, and June 2019

Price to listeners: free

Sponsorship fee: \$2,500 (two sponsors per quarter)

Q3 Podcast

Dates: July, August, and September 2019

Price to listeners: free

Sponsorship fee: \$2,500 (two sponsors per quarter)

Q4 Podcast

Dates: October, November, and December 2019

Price to listeners: free

Sponsorship fee: \$2,500 (two sponsors per quarter)

To sponsor, please e-mail info@tagoras.com.