



# PTLA WEBINARS



# SPONSORSHIP OPPORTUNITIES

The PA Tourism & Lodging Association has developed a series of webinars to allow hospitality professionals to refine their knowledge on important industry topics while never leaving their office. This provides an opportunity to showcase your business...

The cost to sponsor a webinar is \$100. Here's what you get:

- Promotion on all marketing materials
  - Marketing emails (minimum of 2)
  - InfoBlast articles
  - Printed calendar given out at committee meetings, all PTLA events, and placed in new member and prospective member packets.
  - Web calendar (info stays on even after webinar is over)
- Promotion on all correspondence with webinar registrants
  - Sponsor recognition on registration form and on PTLA shopping cart
  - Sponsor recognition on registration confirmations
  - Sponsor recognition follow-up survey
- A verbal "commercial" at the opening of the webinar
  - Staff will thank your company as the sponsor of the webinar and read a 50- to 75-word "blurb" that you provide.
- List of attendees from the webinar for follow-up marketing

Name/Title: \_\_\_\_\_

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

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*Indicate name and date of webinar you would like to sponsor (list can be found at [www.patourism.org/webinars](http://www.patourism.org/webinars))*

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TOTAL ENCLOSED: \$ \_\_\_\_\_

**METHOD OF PAYMENT:**

- Check or Money Order  
(payable to PA Tourism & Lodging Assn.)
- American Express
- MasterCard
- VISA       Discover
- Please Invoice

Credit Card Account Number

Expiration Date

Verification Code

Cardholder's Signature \_\_\_\_\_

Cardholder's Billing Address if different from above \_\_\_\_\_

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