



ERC5 Member Sponsor Webinar

Member Webinars are offered as an exclusive member marketing benefit which includes a per event sponsorship fee. ERC5 Spotlight Webinars are not and will not be promoted as part of the ERC5 Snacks & Facts series.

ERC5 Member Role and Responsibility for Webinar

- Member Webinars will be offered as an exclusive member sponsorship benefit. Any member in good standing is welcomed to sponsor and facilitate a webinar for the cost of \$500.00.
- Webinar registration will be offered free to any person or business who completes the registration on the ERC5 website.
- Member Sponsor will provide the ERC5 with all marketing material one month prior to the webinar. Materials will contain a minimum of three concrete take-aways, event date/time and Zoom address. This will be shared with registrants in a timely and repeated fashion.
- Marketing materials should be detailed and include key webinar information (about 1-2 paragraphs).
- Member Webinar Sponsors must provide accurate information that would appeal to our membership, benefit their knowledge of a topic and do so in a manner that is not overtly salesy. Presentations do not need to be academic. The ERC5 encourages fact-based, interesting, and fun learning webinars.
- Member Sponsor will provide all promotional material including Facilitator's name(s), member logo (png format) and key contact information which will be used for promotional emails.
- Member Webinar Sponsors will share the ERC5 social media posts on their respective platforms.
- Member Sponsor will sign the agreement below and follow the suggested recommendations.

ERC5 Role and Responsibility for Webinar

- The ERC5 is not responsible for the content or information shared during the webinar.
- Using Constant Contact and Chamber Master communication, the ERC5 will market the event to members weekly, leading up to the event. This communication will occur using the provided marketing content delivered by the Member Sponsor and be distributed to the entire ERC5 membership list. This list is currently 850 email addresses of current and old members.
- The ERC5 will register a maximum of 100 guests. Increased webinar capacity is available at a nominal cost.
- The ERC5 will promote the event using its current social media platforms and tools (Facebook, Instagram, Twitter, and LinkedIn).
- A link to ERC5 managed Chamber Master will be used for all registrations. All registration information will be shared with the facilitator and he/she will be provided with the registration link. (to join)
- The ERC5 will add the Member Webinar to the Events Tab, News Release, and list it in the Calendar on the website. The ERC5 will showcase the Member Sponsored Webinar on the front page of the website.
- In the event the business does not have a webinar account (such as Zoom) the ERC5 will share their account if there is not a conflict.

Register by contacting the ERC5 Office at 413.224.2444, on our website ERC5.com or email Nconnor@ERC5.com



ERC5 Recommendation

- Each webinar proposed should remain within a 1-hour time frame.
- Consider having a Question-and-Answer session available for attendees at the end.
- Social media posts should be sized at 1080 px by 1080 px for posting across all platforms.

I understand and agree to follow the outlined responsibilities noted in the ERC5 Member Role and Responsibility portion of this document. I further understand if these guidelines are not followed, it may impact future sponsored webinars.

ERC5 Representative Name and Date

ERC5 Business Member