



WEBINAR SPONSORSHIPS

NADA is proud to provide a weekly webinar series as part of our valuable professional training and educational programs available to NADA and ATD members

ABOUT THE WEBINAR PROGRAM

PURPOSE

Present an engaging, relevant and informative topic influential to the automotive industry

AUDIENCE

Dealers and dealership staff at all levels and specialties; auto industry executives

DAY

Wednesdays



STEP 1

Submit [proposal form](#) and choose date



STEP 2

Proposed topic and date confirmed



STEP 3

Submit presentation and presenter headshot



STEP 4

NADA legal review and final edits



STEP 5

Complete webinar

CALL FOR PROPOSALS



- Present on topics that are timely and relevant to NADA and ATD members
- Share insightful information that dealership staff can put to immediate use
- Engage in topics that are not duplicative of current NADA content, but lead the learner to additional, more substantive online training and education

PRESENTATION REQUIREMENTS



- Proposal form must be completed and submitted six weeks prior to the live webinar date
- **Educational, not promotional, in nature**
- Vendor-neutral
- At least three specific takeaways the viewer can put to use immediately

FORMAT



- Anywhere from 30-60 minutes long, including live Q&A with attendees
- Conducted live, recorded and available on demand through NADA as a member benefit
- Moderated by NADA webinar manager
- Presented on NADA PowerPoint template

MARKETING



- NADA promotion includes: [nada.org](#), the daily newsletter (*NADA Headlines* or *ATD Insider*), minimum of two email promotions and two social promotions.
- Presenters will receive the registration link to use in their own marketing efforts to promote live attendance to the webinar.

ADDITIONAL DETAILS



- NADA will handle logistics including registration, facilitation and production.
- PowerPoint slides are **due one weeks** prior to the webinar date to ensure adequate NADA editing and legal review.
- NADA retains all rights for use of the recorded webinar, which will be available on demand to members of NADA and ATD. Sponsor is not permitted to post or share webinar recording.

FEES



- \$7,500/webinar with volume discounts.
- Volume discounts
 - 3 webinars: \$6K/each (must commit to 3, within 12 months).
 - 5 webinars: \$5K/each (must commit to 5, within 12 months).

INTERESTED IN PRESENTING?

To [submit a proposal](#), contact Ashley Smith at asmith@nada.org

NATIONAL AUTOMOBILE DEALER ASSOCIATION

800.557.6232 | nada.org/education