NYSPHA WEBINAR & DIGITAL PROGRAMMING

Sponsorship Opportunities

Overview

The New York State Public Health Association (NYSPHA) convenes public health professionals, students, educators and community partners through high-quality webinars and digital programming. Sponsorship opportunities allow organizations to demonstrate their commitment to public health while increasing visibility among a statewide, multidisciplinary audience. Our webinars reach a robust and niche audience of organizations in the public health sector. The webinars attract a live audience and even more web traffic to view on demand afterward.

All sponsorships are designed to be **educational, mission-aligned and non-promotional**, in keeping with NYSPHA's values and policies.

Sponsorship does not constitute endorsement of any product, service or organization. All sponsored content and remarks must align with NYSPHA's mission and public health ethics.

Community Partner SPONSOR

Ideal for nonprofit organizations, academic institutions and community-based partners.

Includes:

- Logo on webinar emails and slides
- Logo on NYSPHA website
- Verbal acknowledgment during webinar
- One sponsored social media post

$400 member rate per webinar
$500 non-member rate per webinar

Public Health Champion SPONSOR

Ideal for organizations seeking deeper engagement with the public health community.

Includes:

- All Community Partner benefits
- Live introduction or closing remarks
- Sponsored informational slide
- One additional social media post
- Inclusion in post-webinar follow-up email

$1,000 member rate per webinar
$1,500 non-member rate per webinar

Premier / Webinar Series SPONSOR

Best for for-profit partners or organizations sponsoring multiple webinars.

Includes:

- Sponsorship of 3 webinars
- Prominent logo placement across the webinar promotions
- Live introduction or closing remarks
- Member newsletter recognition
- Multiple social media posts and/or live mentions

$2,500 member rate
$4,000 non-member rate

NYSPHA offers **discounted rates for nonprofit, academic and community-based organizations**. For-profit sponsorships are priced at market rates to support NYSPHA's mission-driven programming.

New York State PHA Public Health Association
NEW YORK STATE PUBLIC HEALTH ASSOCIATION
Envisioning Healthy People in Healthy Places

For more information, contact:

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NYSPHA Webinar Sponsorship Tier Comparison

Benefit	Community Partner SPONSOR	Public Health Champion SPONSOR	Premier / Webinar Series SPONSOR
Ideal For	Nonprofits, academic institutions, community partners	Organizations seeking deeper engagement	For-profits or organizations sponsoring multiple webinars
Investment	**$400–$500 per webinar**	**$1,000–$1,500 per webinar**	**$3,000–$4,500 annually**
Logo on Webinar Promotional Emails	✔	✔	✔ (prominent placement)
Logo on Webinar Slides	✔	✔	✔
Logo on NYSPHA Website	✔	✔	✔ (featured)
Verbal Acknowledgment During Webinar	✔	✔	✔
Live Introduction (up to 3 min)	–	✔ (option)	✔
Closing Remarks	–	✔ (option)	✔
Sponsored Informational Slide	–	✔	✔
Social Media Posts	1 post	2 posts	Multiple posts
Social Media Live / Story Mention	–	–	✔
Post-Webinar Follow-Up Email Recognition	–	✔	✔
Podcast or Newsletter Recognition	–	–	✔
Conference / Fall Workshop Logo Placement	–	–	✔
Sponsorship of Multiple Webinars	–	–	✔

Discounted rates are available for nonprofit, academic, and community-based organizations. Sponsorship does not constitute endorsement of any product or service.