



VIRTUAL SPONSOR PROSPECTUS

GROW YOUR BUSINESS

The health of our members, speakers, and staff is always top of mind as we find innovative ways to transition from in-person to virtual education events. And because we know it's important for you to connect with our influential group of decision makers wherever they may be, we're introducing budget-friendly sponsor options on our new, convenient livestream platform.

As a sponsor, you will have multiple opportunities throughout our events to raise brand awareness and showcase your products to our attendees who count on LCPA to provide the highest-quality content. Capture qualified leads with our interactive door prize registration form. Have a presence without being physically present, while showing your support of the LCPA.

LCPA Virtual Conference Sponsor Package (\$250):

- **Acknowledgement** (logo) in rotating slide deck that runs before event, during breaks, and during lunch (LCPA produces this)
- **List of attendees** – includes org, member type and title if we have it; does not include mail/email addresses (see Prize Form below).
- **PowerPoint slide/ad** in rotating slide deck that runs before event, during breaks, and during lunch
- **Video message** to run during Sponsor Spotlight during lunch that introduces yourself and gives you a chance to update attendees on services, promotions, offers, or whatever message you want to convey. (30-45 seconds max; sample: <https://youtu.be/hjYDfJzB168>)
- **Inclusion in the Prize Form** where attendees will drop virtual business cards (name, company email, and phone #)

To secure your sponsorship or for more details,
contact Miseen Reed at 504.904.1133 or mreed@lcpa.org

Deliverable

Company type (HR, IT, insurance, etc.)
Preferred logo and URL
Horizontal banner ad w/URL
PowerPoint slide/ad
Video greeting/message (recommend :30 seconds; :45 max)
Door prize donation (to be shipped/delivered)

Format

eps or png preferred
1000px w x 350px h
widescreen/16:9
720p in MP4
Suggested value = \$50-100

All deliverables are due 3 business days before event date.