

Allied Members Webinar Partnership

Webinar sponsorship \$500 per webinar

Subject – your meeting - your topic

- Informational
- Educational
- Promotion of products allowed

Two webinars allowed each month

- Meeting dates selected by sponsor
- First come first serve

Advertised with NC membership

- NCInsider (per scheduling dates)
- Email via Constant Contact / 1 week out and day prior / sponsor to proof all material
- Social Media
- Sponsor to help with marketing material

Posted on NC website as resource for our members

- After completion of webinar
- Possible Blog material
- Posted on Herd it Here / NC podcast
- Follow up email sent to all that register with links

- ✓ Zoom Platform - Limited to 500 participants via webinar
- ✓ Tech support by Bonita
- ✓ 5-10 minutes of time on webinar from NC membership staff for a Nebraska Cattlemen update

*NC is hosting a producer education website on the first Tuesday of each month

Here is what we need from you

Date and time

Marketing plan

- Date for first email
- Reminder email

Logo (s)

Advertising material for mailing

- Subject
- Email content – description of the webinar
- We will put together social media posts using material you send us

Mailing list if you want it send to your contact

- In addition to the NC mailing list

Recording preference **YES** or **NO**

Sponsor form with billing information



For more information contact:

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Director of Producer Education

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A little more information on Cattle Edge webinars we have hosted.

The webinar is saved on our website - <https://nebraskacattlemen.org/producers/cattle-edge/>

Boehringer Ingelheim - May 20, 2020

Maximizing Efficiencies: The Economic Return Of Spring Vaccinations and Strategic Deworming

We sent over 7,000 emails out announcing webinar.

72 pre-registered - 21 attendees

*All 21 of the attendees stayed for the full 45 minutes.

25% open rate on the invite

52% open rate on the follow up email (sent to the 72 that had registered)

Ward Lab held Tuesday - November 10, 2020

Costs and Benefits of Feed Analysis and Crop Residue Management

87 registered - 44 attendees

38 attended 95% of the time

25% and 24% open rate on the two invites - 3,000 emails per mailing

Settje Agri-Services - January 14, 2021

Cattle Processing Facilities: Design and Construction for Optimal Animal Handling

172 registered - 95 attendees

Webinar length - 125 minutes

77 attendees attended for 60 minutes (we had said the webinar would be 60-90 minutes long)

25% average open rate on Constant Contact emails - 3,000 emails per mailing

60% open rate on the follow up email sent out on January 15

Multi-Men - May 6, 2021

Trace Mineral Nutrition in Breeding Cattle: It starts NOW! When to care and why.

45 registered - 21 attendees

Webinar length - 76 minutes

210 views on YouTube (August 2, 2022)

Settje Agri-Services - November 3, 2021

Your Livestock Operation's Carbon Footprint: How It's Measured and Why It Matters

93 registered - 51 attendees

Webinar length - 95 minutes

61% average open rate on Constant Contact emails

50 views on YouTube (August 2, 2022)

Farm Credit Services of America – May 24, 2022

LRP and How It Can Benefit Your Operation

80 registered - 31 attendees

Webinar length - 74 minutes

47.7% average open rate on Constant Contact emails

62 views on YouTube (August 2, 2022)

FNBO – August 2, 2022

Inflation and Economic Growth in 2022

54 registered - 24 attendees

Webinar length - 73 minutes

38.9% average open rate on Constant Contact emails

30 views on YouTube (August 8, 2022)