



## Sigma Webinars and Podcast Series

### **SPONSORSHIP OPPORTUNITIES**

Sigma Theta Tau International Honor Society of Nursing (Sigma) proudly produces a robust series of educational programming delivered via webinars and podcast episodes (SigmaCast).

All programs feature a top healthcare expert(s) presenting high-quality, relevant content on topics such as:

- Climate change
- Advanced practice
- Avoiding burnout
- Bullying and Incivility
- Leadership and management
- Research skills (proposal development and grant writing)
- Innovation
- Unique roles in nursing (entrepreneurship, professional development specialist, etc.)
- Professional development (resume and CV writing, interview skills, team building)

These popular educational programs are offered FREE to Sigma members representing a variety of healthcare settings around the world. Sessions consistently attract up to 250 nurses and provide continuing professional development to attendees.

### **Sigma Webinar Sponsorship**

Your organization is invited to sponsor a webinar series on a mutually agreed topic for a period of six (6) months at US \$1,500, or twelve (12) months at US \$2,500. Your support will be recognized as follows:

- Logo placement at beginning of webcast presentation
- Citation included in marketing activities employed to promote Sigma webinar to its 135,000 active members including:
  - ✓ Sponsor logo on webinar graphics
  - ✓ Citation on social media posts and Facebook event page description created for each webinar

## **SigmaCast Episode Sponsorship**

Sponsor a SigmaCast episode on a mutually-agreed topic at US \$500 or US \$750 and be recognized in the following ways:

- Citation by the moderator at beginning and end of podcast using agreed upon, sponsor-provided script
- Fifteen (15)-second (US \$500) or 30-second (US \$750) post-podcast message in mp3 format
- Logo citation or text recognizing sponsor in podcast directory on Sigma website, Spotify, Google, Apple, and Stitcher
- Recognition via Sigma social media podcast promotions to its 135,000 nurse members
- Sponsor information included in episode description

## **Custom Programming**

Sigma welcomes the opportunity to develop webinars and podcasts around mutually beneficial topic(s) of interest to your organization.

Please contact Chris Beaman at [chris@sigmanursing.org](mailto:chris@sigmanursing.org) to reserve your webinar or podcast sponsorship spot around a topic of your choosing.