

# SPONSORSHIP PROSPECTUS

2022



SALES ENABLEMENT SOCIETY



# HOW WE IMPLEMENT OUR MISSION:

Bring together practitioners, analysts, partners and academia to brainstorm and contribute



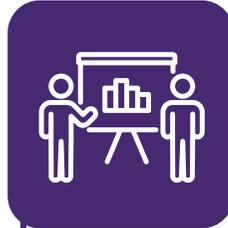
Educate members and organizations for growth and scale



Provide resources for professional career development and opportunity



Provide forums for members to respectfully exchange and debate ideas



Partner on research to accelerate enablement as a strategic function to measurably service sales enablement's customers



# WHY PARTNER WITH SES?

Sales Enablement Society has built the largest network of sales enablement professionals around the world and continues to experience unprecedented organic growth year to year. Started in 2016, it has grown from 0-10,000+ members worldwide, with an average of 100-150 new member requests per month. The SES global network is a strong, engaged and an inclusive community of practitioners, analysts, academics and solution providers who are committed to supporting each other professionally through discussion, connection and engagement.

The SES has established itself as the go-to resource for premium education and connection for sales enablement professionals in all stages of their careers- from junior through mid and senior levels.

As the largest global non-profit organization for sales enablement, SES is proud to maintain their stance as a trusted, unbiased source of education, content and data for practitioners.

Through corporate partnerships, SES has been able to provide a global forum for members to connect, grow and exchange ideas. Collectively, they help evolve the profession by driving research for development of the sales enablement function, educate members and organizations for growth and alignment and help enable companies' and individuals' success.

This prospectus outlines the engagement opportunities for partners in 2022. A partnership with SES provides a tremendous platform for your organization to showcase your solution and expertise, position yourself as a leader in the sales enablement space before thousands of practitioners and leaders, and connect with prospects, your customers and decision makers in a way unlike any other.

# CONTENT MARKETING

## **SURVEY RESEARCH COLLABORATION WITH WEBINAR:**

**\$35,000** An SES Survey Research Collaboration enables you to help shape the industry and support the growth of new discoveries and technologies. Help shape the conversation with your clients and prospects by creating and managing a customized survey distributed by SES to a database of 10,000+ members across the globe. SES will promote the survey and report to its database a minimum of three times. In addition to the survey, you will create the report and SES will distribute to membership electronically and post on our website.

In addition, you will have the opportunity to promote the findings on a 60 minute SES hosted live webinar featuring your organization as the presenting speaker. Webinar strategy and topic creation to be developed in partnership with SES.

An online marketing campaign will be created and executed by SES that includes branding, email promotion and social media promotion. Your logo will appear throughout [sesociety.org](http://sesociety.org) specific to the event, and your webinar will be featured in our monthly e-newsletter to boost registrations and encourage attendance. SES will deliver pre and post webinar emails with your logo to a database of 10,000+ members and will promote your webinar on our social media channels on your behalf LinkedIn 20,000+ followers, Facebook 500+ followers. Post event you will receive the registration list, attendee list and the webinar will be made available on-demand and will be posted on the SES YouTube channel and website.

## **SURVEY RESEARCH COLLABORATION (3 AVAILABLE) \$25,000**

An SES Survey Research Collaboration enables you to help shape the industry and support the growth of new discoveries and technologies. Help shape the conversation with your clients and prospects by creating and managing a customized survey distributed by SES to a database of 10,000+ members across the globe. SES will promote the survey and report to its database a minimum of three times. In addition to the survey, you will create the report and SES will distribute to membership and post on our website.



# CONTENT MARKETING



## **SPONSORED EDUCATIONAL WEBINAR \$15,000**

Be featured as an exclusive speaker on the SES webinar series focused on the latest trends and challenges facing sales enablement. Join the ranks of the industry's most knowledgeable professionals to share success stories, unpack challenges and dive into topics of interest for our viewers. SES will host a 60 minute webinar featuring your organization as the presenting speaker. Webinar strategy and topic creation to be developed in partnership with SES. An online marketing campaign will be created and executed by SES that includes branding, email promotion and social media promotion. Your logo will appear throughout [sesociety.org](http://sesociety.org) specific to the event, and your webinar will be featured in our monthly e-newsletter to boost registrations and encourage attendance. SES will deliver pre and post webinar emails with your logo to a database of 10,000+ members, and will promote your webinar on our social media channels on your behalf- LinkedIn 20,000+ followers, Facebook 500+ followers. Post event you will receive the registration list, attendee list and the webinar will be made available on-demand and will be posted on the SES YouTube channel and website.

# CONTENT MARKETING

## **DEDICATED EMAIL SEND \$10,000**

Have your brand and preferred content sent to our members in an exclusive lead generating email send. Distributed to membership database of 10,000+ members. Partner to provide email copy, banner/ graphic asset, CTA and links. SES to design the email and provide email analytics including open rate, click rate, email addresses of subscribers who have opened the email and clicked on the dedicated links.

## **NEWSLETTER ARTICLE SPONSOR -\$5,000**

The monthly SES newsletter combines the newest and best member benefit content and resources directly from SES alongside curated news providing SES members exactly what they need to know to navigate the challenges they face as sales enablement professionals. Showcase your solutions, expertise and brand with an educational article containing a link to your organization or Call to Action. Newsletters are emailed to a membership database of 10,000+ subscribers, posted on the SES LinkedIn Page with 20,000+ followers and posted on [sesociety.org](http://sesociety.org). SES and partner will work together to develop content for the post.



# ADVERTISING



## **GLOBAL ALL HANDS CALL SPONSOR-\$3,000**

The quarterly Global All Hands Call will be promoted as “brought to you by” the sponsor. The call is made available at no-cost to Members and Non Members registrants. Sponsor’s logo will be included in all targeted communications including marketing collateral (emails sent to database of 10,000+ members) and social media posts (LinkedIn 20,000 subscribers). Sponsor’s logo or text recognition as appropriate of your sponsorship on the SES website, targeted marketing communications, at the beginning of the webinar and in the thank you email sent to registrants after the event. Post event, the recording of the call is placed on the SES YouTube channel and SES website.

## **NEWSLETTER BANNER AD -\$2,000**

Align your brand with SES by placing an ad in our monthly newsletter that combines the newest and best member benefit content and resources directly from SES alongside curated news. Parterto provide the graphic asset.

Newsletters are distributed via email to a membership database of 10,000+ members, posted on the SES LinkedIn Page with 20,000+ followers and posted on [sesociety.org](http://sesociety.org).

# ADVERTISING

## **PODCAST SPONSORSHIP (12 AVAILABLE) \$1,000**

SES produces a monthly podcast, "Stories From the Trenches" (SFTT), featuring sales enablement practitioners who share personal stories and practical strategies on overcoming challenges.

It is available for streaming on all podcast platforms including Apple, Spotify, Buzzsprout and others. -30 second ad (Mid-Roll) available per podcast. -Read by the host of the podcast.

## **NEWSLETTER LOGO -\$750**

One logo placement and link to your organization on one monthly issue of Elevate-SES Newsletter, distributed via email to 10,000+ subscribers, posted to the SES LinkedIn page with 20,000+ followers and posted on SES website [sesociety.org](http://sesociety.org)



# THANK YOU!

To become a Sponsor, please fill out the  
2022 Sponsorship Interest form at

[www.sesociety.org](http://www.sesociety.org)

# SES

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