

Webinar Sponsorship Opportunities

Webinars are offered to engage and inform our extensive network of cancer marketing and communications professionals – and we invite you to be a part of them!

As a webinar sponsor, you benefit from the following:



ACCESS TO A TARGETED AUDIENCE

Gain direct access to highly engaged healthcare marketing, communications and physician outreach professionals from National Cancer Institute-designated Cancer Centers and Association of American Cancer Institutes member centers from across the country. We also have the opportunity to expand your audience by inviting members from our affiliate organization, NACCDO (North American Cancer Center Development Officers).

INDUSTRY RELEVANCE AND NETWORKING

Align your brand with discussions and insights in the healthcare marketing and communications field; share case studies with peer organizations; connect with members who you may meet at our annual conference.

BRAND EXPOSURE

Get your brand prominently featured in all webinar promotions leading up to the date, including emails, social media posts, and during the live event.

THOUGHT LEADERSHIP

Position your company as a leader in the healthcare marketing industry by associating with valuable content and informative speakers.

LEAD GENERATION

Benefit from high-quality leads generated through the webinar, with attendees who are interested in your services and who greatly value peer referrals and recommendations.

ENGAGED PARTNERS AND ATTENDEES

Customize your content with the help of our steering committee to create a program specifically for our audience.

Additional Benefits:



WEBINAR HOSTING AND DEDICATED SUPPORT

Up to one-hour webinar on our Zoom platform co-hosted with PAMN steering committee member to help plan and prepare for your maximum impact



ONGOING AMPLIFICATION

A write-up/summary of the webinar will be included in our member blog, and a recording will be shared with members via email and social media after the event



CUSTOMIZABLE FORMAT

Your webinar is highly customizable, including an interactive question-and-answer session



PROMOTION

Promotion through our communications channels, ensuring maximum visibility of your brand



WEBSITE HOSTING

Your webinar will be available on our website for ongoing viewing by PAMN members



ATTENDEE REPORT

You will receive a registration and attendance report

WEBINAR SPONSORSHIP: \$3,000

Interested in Sponsoring a Webinar? Please contact:

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