



## SPONSORSHIP OPPORTUNITIES

July 2016

On behalf of the entire SEMPO community, thank you for your interest in global sponsorship programs. Our sponsors take advantage of a unique opportunity to gain significant visibility for their agencies or companies, while showcasing their support for an important industry organization. Organizations like yours are vital to our mission, and allow us to continue to serve one of the industry's most vibrant communities.

SEMPO was built to serve the needs of modern digital marketers. Our focus since inception has been on the core tenets of search: SEO, SEM and CRO. But just as the industry has expanded, so too has our focus. SEMPO now covers social, local, mobile, content marketing, analytics, and more. All of this has been made possible because of paid membership and sponsorship. As a result of your support, we continue to invest in all aspects of SEMPO: educational materials like the annual State of Search survey, monthly Google Hangouts with industry leaders, regular webinars, member-directed email, member blog, career center, and so much more that's being planned including marketing technology Buyer's Guide.

And we're humbled by the continued growth of our member community. Today we serve an ever-larger number of marketing executives, leading practitioners, and entrepreneurs. Active members in 2015 include approx. 1,200 individuals representing over 300 companies and nearly 50 countries. The e-mail community reaches over 10,000 subscribers for SEMPO Partners messaging in over 75 countries. The social community includes 15,000+ followers on the following platforms:

- Twitter: 5,000+
- Facebook Group: 5,000+ and Facebook Fans: 1,100+
- LinkedIn: 3,500+
- Google+: 800+
- Pinterest: 150+

So thank you, once again, for your interest in global sponsorship opportunities. We'd be delighted to discuss your options, and even put together a custom package that meets the needs of your organization.

If you have any questions whatsoever, don't hesitate to contact me directly.

Sincerely,

**Cristie Reed**  
VP Sponsorship



[sponsorship@sempo.org](mailto:sponsorship@sempo.org)

602-370-6512

Moorehead City, North Carolina, USA

## SEMPO Community Demographics

### Member Company Types



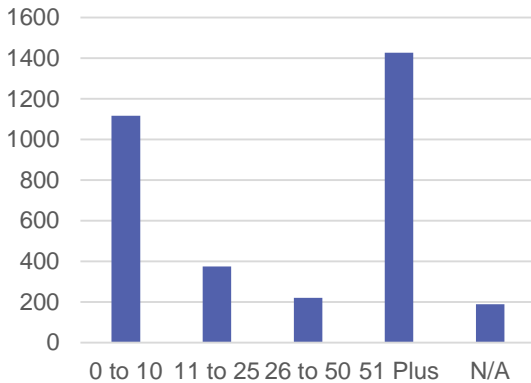
- Agency
- In-House Marketer
- Media company
- Other
- Service Provider
- Technology Provider

### Member Professional Titles



- Consultant
- Director
- CEO
- Owner
- Vice President
- Agency Lead
- Principal
- Coordinator
- Senior Analyst
- Business Development
- Senior Vice President
- Manager
- President
- Analyst
- Specialist
- Senior Manager
- Founder
- Account Executive
- Managing Director
- Senior Director
- Partner
- Managing Partner

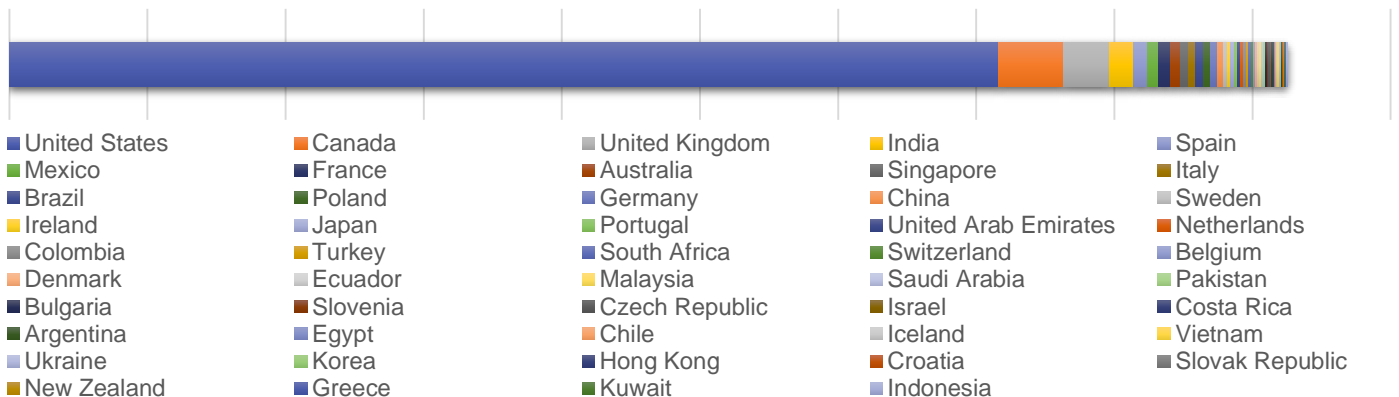
### Member Company Size



### Services Provided by Members



### Countries Represented





## Direct Messaging

### Custom E-mail

**\$2,000**

#### Details

Your customized HTML email message is sent on your behalf by SEMPO on a mutually agreeable date. The sponsor is required to provide hosted custom HTML at least 3 business days prior. Statistics from e-mails will be provided including total sent, open and click rates. Statistics are available twice, 48-hours after the email and anytime again upon request.

#### ROI Metrics

- Reach: 10,000 search industry professionals
- Exclusivity: A maximum of 100 direct e-mail messages are sent each year, no more than 2/week maximum.
- 2015 Open rate: 11.85%
- 2015 Click rate: 5.45%

#### Package Discounts

Discounts apply for packages of 3+ at \$1,500 each and at 6+ at \$1,000 each.

### Social Add-On

**\$500**

#### Details

This sponsorship opportunity extends the reach of your Custom E-mail messaging by sharing the news on SEMPO's social platforms. Your customized social messages are sent on your behalf by SEMPO on a mutually agreeable date. Up to three messages may be sent on your platform of choice (mix-and-match possible).

#### ROI Metrics

Reach followers on each platform:

- Twitter: 5,000+
- Facebook Group: 5,000+ and Facebook Fans: 1,100+
- LinkedIn: 3,500+
- Google+: 800+
- Pinterest: 150+

#### Package Discounts

Discounts apply for packages of 3+ at \$400 each and at 6+ at \$300 each.

### Webinar

**\$5,000**

#### Details

Professional produced 1-hour presentation webinar marketed to extended SEMPO community. Opportunity to promote a product, industry knowledge and brand awareness to search industry professionals. Sponsors may present research, best practices, case studies, or hold an open forum. The sponsor provides the program content and speakers. SEMPO promotes, produces and archives the event. Timing to be mutually agreed to by sponsor and SEMPO. Sponsor also receives:

- Up to 4 custom questions on registration form, plus all information gathered during registration process
- Designated as the sponsor with logo included on all marketing (three dedicated emails, event page in SEMPO calendar, social media mentions) and links back to sponsors site.
- Opportunity to contribute a webinar related blog post (pre or post event) for [blog.sempo.org](http://blog.sempo.org)

#### ROI Metrics

- Average 118 registrants



- Average 59 live attendees
- Average 23 archived views

## Google+ Hangout

**\$2,500**

### Details

Video chat discussion on Google+ Hangouts with expert level industry leader marketed to extended SEMPO community. Opportunity to promote industry knowledge to search industry professionals. Sponsors may present research, best practices, case studies, or hold an open forum on a topic mutually agreed upon with the SEMPO Education Committee. Sponsor provides the webinar content and speaker, with SEMPO Education Committee moderating. SEMPO promotes, produces and archives the event. Timing to be mutually agreed to by sponsor and SEMPO.

Sponsor also receives:

- Designated as the sponsor with logo included on all marketing (two dedicated emails, auto-generated invitations from Google+, event page in SEMPO calendar, up to 3 social media mentions per platform).
- Opportunity to contribute a Hangout related blog post for [blog.sempo.org](http://blog.sempo.org)
- Video and content of event made available on SEMPO.org and YouTube for extended reach

### ROI Metrics

- Google+ in Circles: 800+
- Average 100 RSVPs
- Average 36 live attendees
- Average 129 archived views

## Career Center Job Postings

**\$150-\$400**

### Details

Visit [careers.sempo.org](http://careers.sempo.org) for a full listing of products and pricing.

Single Job Postings	Duration	Members	Non-Members
<b>30 Day Job Posting</b> Post your job opening in our online career center for 30 days from date of purchase. Upgrades are available for additional exposure.	<b>30 days</b>	<b>\$150.00</b>	<b>\$250.00</b>
<b>60 Day Job Posting</b> Post your job opening in our online career center for 60 days from date of purchase. Upgrades are available for additional exposure.	<b>60 days</b>	<b>\$230.00</b>	<b>\$380.00</b>
<b>Enhanced Posting</b> <ul style="list-style-type: none"> <li>• Single 30 day posting</li> <li>• Job stays near top of list on job board</li> <li>• Job highlighted on job board</li> </ul>	<b>30 days</b>	<b>\$200.00</b>	<b>\$300.00</b>
<b>Premium Posting</b> <ul style="list-style-type: none"> <li>• Job featured on blog</li> <li>• Premium 30 day posting</li> <li>• Job stays near top of list on job board</li> <li>• Job highlighted on job board</li> </ul>	<b>30 days</b>	<b>\$250.00</b>	<b>\$400.00</b>

### ROI Metrics

- More than 25k unique views per month
- 500+ job seekers registered
- 275+ resumes posted



- Average 100 views on 30 day postings

## Digital Advertising Opportunities

### Career Center Ad

**\$500-\$700**

#### Details

Visit [careers.sempo.org](http://careers.sempo.org) for a full listing of products and pricing.

#### Banner Ads

##### 30 Day Home Page Ad

Rotate your 300x250 ad on the job board landing page for 30 days to receive maximum exposure.

**Members**

**\$600.00**

**Non-Members**

**\$700.00**

##### 30 Day Brand Advertising Placement

Build your employer brand. Display and rotate your banner ad for 30 days on the 10 most popular pages visited by job seekers inside the job board.

**\$500.00**

**\$600.00**

#### ROI Metrics

- 25k views per month

### Newsletter Ad

**\$500-\$750**

#### Details

Custom text or image in the SEMPO quarterly newsletter. Sponsor is provided with total sent, open and click rates twice, once 48-hours after the email and again upon request.

- Banner: 600 pixels wide x 150 pixels tall - \$750
- Square: 200 pixels wide x 200 pixels tall - \$500

#### ROI Metrics

- Reach: 1,200 search industry professionals
- Exclusivity: A maximum of 2 square and 1 banner per newsletter.
- 2015 Open rate: 24%
- 2015 Click rate: 7%

#### Package Discounts

Discounts apply for packages of 3+ at 25% and at 6+ at 50%.

## Research Opportunities

### State of Search Market Industry Survey

**\$10,000**

### Salary Survey

**\$ 7,500**

#### Details

SEMPO is known for the research it conducts each year, including the bi-annual State of Search Market Industry Survey and the annual Salary Survey. B-to-B Magazine, Bloomberg BusinessWeek, CNBC, Mashable, MediaPost, and Search Engine Journal are just a few of the media outlets that pick up our press releases and report on our research.

Sponsor organization has the opportunity co-brand a SEMPO annual survey which is distributed to extended SEMPO community. The survey is constructed and organized by the SEMPO research committee.

#### Benefits include:

- Logo and link on SEMPO.org research announcement
- All raw data from survey



- Analysis of data
- Custom logo creation
- Social media posts throughout process
- Logo and link on SEMPO.org results landing page
- Inclusion in any press release(s) regarding results
- Speaker participation on webinar and Google+ Hangout to share research results

## **Custom Partnered Research**

**\$15,000+**

### Details

Sponsor organization has the opportunity co-brand a custom survey which is distributed to extended SEMPO community. The survey is constructed and organized by the sponsor research committee.

## **Global Sponsorship Opportunities**

### **Custom Package**

**\$30,000+**

### Details

Global sponsors receive the best customized package for your needs. Packages typically include membership, content, e-mail marketing, visibility at in-person events, press, research, and digital marketing. Please contact the VP of Membership & Sponsorship for more information on the right custom sponsorship mix for your organization.

## Sponsorship Packages Overview

Direct Messaging	Exclusivity	Price
<b>Custom E-Mail</b>	100/yr	\$2,000
<b>Social Add-On</b>	100/yr	\$500
<b>Webinar</b>	12/yr	\$5,000
<b>Google+ Hangout</b>	12/yr	\$2,500
<b>Career Center Job Posting</b>	Varies	\$250+

Digital Advertising	Exclusivity	Price
<b>Career Center Ad</b>	Varies	\$500-\$700
<b>Newsletter Ad</b>	12/yr	\$500-\$750

Research	Exclusivity	Price
<b>State of Search Market Industry Survey</b>	1/yr	\$10,000
<b>Industry Compensation Survey</b>	1/yr	\$7,500
<b>Custom Partnered Research</b>	Varies	\$15,000

Global Sponsorship	Exclusivity	Price
<b>Custom Packages</b>	3/yr	\$30,000+

All prices are listed in USD. Sponsorship spots are limited and are on a first come, first serve basis. Package discounts available, see below or contact us for more information.

## Secure Your Sponsorship Today

Visit SEMPO website to secure your sponsorship package today and receive the right exposure to the right audience! For questions, contact Member Services at +1 781-876-8866 or [info@sempo.org](mailto:info@sempo.org).

### Cristie Reed

VP Sponsorship



[sponsorship@sempo.org](mailto:sponsorship@sempo.org)

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