



NWA Webinar Sponsorship Partner Benefit

The [National WIC Association \(NWA\)](#) hosts WIC-related educational webinars for its members (state and local WIC agency staff) throughout the year.

NWA invites *Business Council Partners* and *Sustaining Partners* to take advantage of the “Webinar Sponsorship” partner benefit; a component of [NWA’s new partner program](#).

Annually, *NWA Business Council Partners* may sponsor 2 (two) webinars and *Supporting Partners* may sponsor 1 (one).

About Partner-Sponsored Webinars

Requests for webinars must be submitted to NWA 90 days in advance of the desired webinar date; dates are subject to availability.

- Sessions will last 60 minutes; 45 minutes will be allotted for content and 15 minutes for Q&A.
- Webinars will generally be slotted on Thursdays at 3pm ET.
- Partners will be given the option to choose the session topic and provide a speaker.
- Topics and presenters must be approved by the NWA team before the webinar is confirmed.
- Topics must be educational and not sales pitches.
- Presentations must follow established guidance from NWA for presenting to NWA members.
- Partners may moderate/provide opening remarks for the sessions.
- Partner logos will be placed on the webinar’s registration page and included in marketing/announcements related to the webinar. The Partner role will be framed to the NWA membership as the “Host” of the Webinar.

How to Request a Webinar Sponsorship

To request a webinar sponsorship for the 2023 calendar year, please email the following information to webinars@nwica.org (and copy egilcher@nwica.org) no later than **90 days** in advance of your desired presentation dates. The NWA Webinars team will guide you through the process once the initial request is received.

Requests *must* include:

- Session Topic (topics must be educational and are subject to approval)
- First choice and second choice of webinar date and time (Partner-Sponsored webinars are slotted for Thursdays from 3-4 pm ET).