



Thank you for your interest in the development and sponsorship of The Pulse webinar with the **Mobile Satellite Users Association (MSUA)**. We are excited to have you join us in our mission to support the satellite industry for mobile communications.<sup>1</sup> Here's what you need to know to plan for sponsorship of: a single webinar, a series of webinars focused on a single market or geography or the entire webinar series.



**Markets** - Although the word 'mobile' often refers to 4G/5G cellular service, within the scope of the **MSUA** mission, it refers to any user in any market using satellite communications in support of mobility operations, whether fixed to a vehicle, vessel, aircraft or other platform. It also includes transportable, portable or packable solutions for broadband, narrowband or IoT applications.

**Panelists** - All webinars will include end users, industry representatives, subject matter experts and other influencers within the market or geography.<sup>2</sup> Service providers may also participate in webinars that they have organized. Non-members that are official representatives of end-users organizations may also participate.

Sponsorship categories <sup>3</sup>			Member	Non-Member	Sponsorship includes
<b>Bronze</b>	Individual	Host mention	\$250/webinar	\$500/webinar	Webinar
<b>Silver</b>	Individual	Co-branded, host mention	\$750/webinar	\$1,500/webinar	Webinar
<b>Gold</b>	Exclusive	Co-branded, host mention	\$1,500/webinar	\$3,000/webinar	Webinar
<b>Series</b>	<b>Supporter</b>	Discounted series	\$1,800/series	\$3,600/series	Relevant webinars, Mobility News, web
<b>Platinum</b>	<b>Sustaining</b>	Annual / 12 months	\$3,000	\$5,000	All

**Frequency** - Initially, webinars will be scheduled on a monthly basis, and with sponsorship support, weekly webinars will be planned.<sup>4</sup>

## Sponsorship details

### 1. Industry Cooperation Welcomed

**MSUA** encourages service providers and end-users, whether members or non-members, to take the lead in recommending discussion topics, and identifying panelists to appear in the webinar series.

### 2. Focus on End-user Discussions

The primary mission of **The Pulse** is to seek out comments and feedback from end-users and others representing industry interests. Service providers may participate in panels that they have organized, to assist in addressing their relevant topics.

### 3. Sponsorship Levels

Up to three **Bronze** sponsors will be accepted per webinar, with rights to a mention by the host at the top and bottom of all webinars and company logo in promotion of the webinar.

Up to two **Silver** sponsors will be accepted per webinar, with rights to co-brand webinar programming and with a mention by the host at the top and bottom of all webinars and company logo in promotion of the webinar.

A **Gold Exclusive** sponsorship option will be available to entities that have organized a panel discussion, with rights to co-brand webinar programming and with a mention by the host at the top and bottom of webinar and company logo in promotion of the webinar. This sponsorship is available on a first come, first served basis and means no competing sponsor will be accepted for the sponsored webinar or webinars.

The **Series Supporter** designation will be available, with recognition across Association promotions including website, Mobility News, and webinar-specific promotions and programming. This sponsorship recognition is based upon a pre-paid discount bundle of at least \$1,800 that can be applied to future payment of Gold, Silver and Bronze sponsorships at a 10% discount on the base fee, with a 12-month expiration of credits and status.

It is expected that up to ten **Platinum Sustaining** sponsorships will be available, with recognition across Association promotions including website, Mobility News, and webinar promotions but excluding specific Webinar programming.

### 4. Webinar Distribution and Scheduling

Webinars will be produced and recorded then distributed via links to the recorded event.

The programming schedule will allow participants and sponsors to identify a specific webinar distribution date up to four weeks in advance.

Panel topics, panelists and guest biographies and photos, relevant organization logos, supporting imagery/presentations and prepayment (for sponsors) must be received no later than three weeks prior to the intended distribution date.

Thank you for your support!

We look forward to working with you on one or more upcoming webinars. If you have any questions in the meantime, please feel free to email us at [marketing@msua.org](mailto:marketing@msua.org).