

ENGINE BUILDER WEBINAR SERIES: SUGGESTED TOPIC & SPONSORSHIP OPPORTUNITIES

- Drag Racing – Stories from the Christmas Tree
- Sportsman Drag Racing – A Family Business
- Stock Car Racing – Win on Sunday, Sell Every other Day
- Sprint Car/World of Outlaws – Education is the Dirty Secret
(Co-branded by Engine Builder and Tomorrow's Technician)
- Taking the Store on the Road – At-Track Sales Techniques
- The Numbers Game – How to Get Rich by Raising Your Prices
- Metal Treatments: Cryogenics, Coatings and Heat Treating – Making Metal Better
- Understanding and Building for Changing Oil Standards
- 3D Printing – Will It Build Your Next Engine?
- Shop Safety – Limit Your Liability
- Performance Diesel – Hot Rodding of the Future
- Autocrossing Events – Your Parking Lot + Their Car = Profit Potential
(Co-branded with Tire Review, Brake & Front End)



PROMOTION OF THE WEBINAR

As a sponsor, it's a turnkey process, **Engine Builder** Magazine provides the content and host.

The Webinar sponsor will receive prominent sponsor mentions throughout the promotional period positioned to recruit registrants.

PROMOTION OF EACH WEBINAR WILL INCLUDE:

- 3 dedicated emails to the designated **Engine Builder** and ancillary audience
- Text ad in the Engine Builder e-newsletter.
- Web ad appearing on **Engine Builder's** website one month prior to the event.
- Half-page ad promoting your sponsorship in **Engine Builder** magazine
- Promotion on **Engine Builder** social media
- Sponsor logo to appear on "reminder" emails prior to the event

DURING THE EVENT

Webinars, hosted by Doug Kaufman, are 20 to 30 minutes in length using a PowerPoint format followed by Q&A.

- Sponsor logo to appear on PowerPoint slides.
- Follow up questions at the conclusion of the survey will include two questions from sponsor.

Sponsor may appear as a panelist or as the subject matter expert.

AFTER THE EVENT

Just because the live webinar is over doesn't mean the program is over. The exclusive sponsor will continue to receive value from the webinar long after the live event has concluded.

- Sponsor receives the full registration and attendee list with contact information, including detailed interaction data showing who attended, how long they attended, who asked questions, who clicked on resources, etc.
- Sponsor is mentioned on all follow-up and reminder emails sent to attendees and non-attendees
- Webinar will be archived on **Engine Builder's** website for 1 year, allowing readers access to this information while providing the sponsor additional exposure. We capture the contact information of those who view the webinar.

COST

Sponsorships begin at **\$7,500** and custom quoted to fit your marketing needs.

CONTACT

Contact Doug Kaufman, Publisher & Editor of Engine Builder at dkaufman@babcox.com or at 330-670-1234 ext. 262 or your Babcox Media Regional Manager to reserve your webinar sponsorship.