

# BUSINESS SUPPORT SERIES

HALIFAX  
CHAMBER OF  
COMMERCE

## OVERVIEW

The Halifax Chamber of Commerce Business Support Series is a twice-weekly webinar aimed at providing key insights and support to local businesses.

The series will explore a wide range of timely topics including financial planning, marketing strategies, human resources, crisis management and more. Facilitated by a Chamber Representative, industry experts will be invited to present on a topic and answer questions from the audience.

The web series takes place through Zoom on Tuesday and Thursday mornings from 10am to 11am. They will include a 30 min presentation and a minimum of 15 minutes for questions from the audience.



**54** Free educational webinars since March  
**1779+** Attendees  
**70%** Of attendees who register, attend live  
**308** Views on our YouTube Channel Playlist

## SPONSORSHIP OPPORTUNITY

**Presenting Sponsor - \$1,500 for 4 webinars**

**Choice between Tuesdays or Thursdays for one month from 10am-11am**

- Acknowledgement as Business Support Series sponsor with logo recognition in advance, publicity and marketing promotion to the Chamber's 1,750 member companies through our weekly E-Newsletter with over 5000+ subscribers.
- Name recognition and marketing promotion to the broader business community on the Chamber's social media platforms including Facebook, Instagram, Twitter and LinkedIn.
- Logo recognition on the Chamber's Business Support Series event registration pages.
- Opportunity for sponsor representative to welcome attendees and/or introduce speaker on all sponsored webinars.
- Inclusion of a 30 second spot for the sponsor at the end of the webinar to ask a question of the speaker.
- Logo recognition on webinar PowerPoint presentation during the webinar. Logo recognition on reminder email and follow up email.
- Logo recognition on recording and permanent placement on the Chamber's YouTube channel.

***"I wanted to let you know that I think these are excellent webinars. They are so informative, on point and relevant." - Tourism Nova Scotia***