

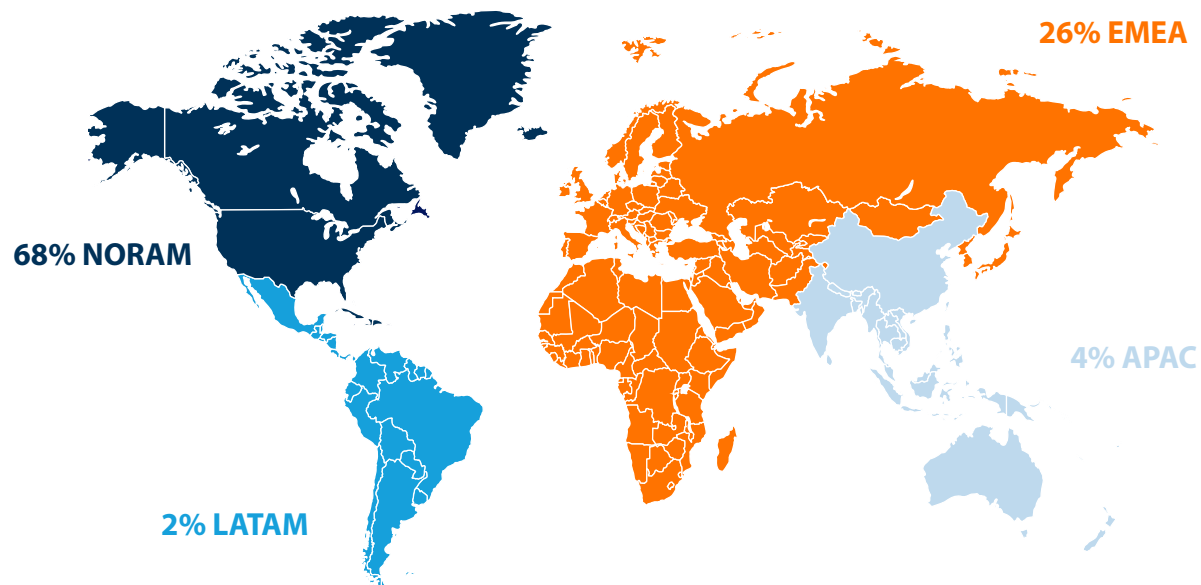


Mitel User Group

2023 MUG Sponsorship Opportunities

What is the Mitel User Group?

Mitel User Group is an independent, customer-led global community of users joined together for networking, driving influence into Mitel and learning and sharing best practices.



All About MUG Members



Membership Breakdown

Customers | 76%
Partners/Resellers | 20%
Mitel Employees | 4%

Member Titles

Technical Engineer/ IT Engineer | 28%
IT Manager | 31%
Technician | 22%
C-Level Executive/ Director | 14%
Other Titles | 4%

Industry Breakdown

Telecommunications & Utilities | 15%
Education | 12%
Government | 11%
Healthcare | 10%
Manufacturing, Construction | 10%
Professional Services | 9%
Financial | 8%
Other Industries | 25%
Includes Hospitality & Entertainment, Shipping, Media, Aerospace, and Agriculture

Engagement Opportunities

Interactive Access

WEBINARS

MUG offers two options for webinar sponsorship

Sponsor Presentation

A 60-minute live webcast is a great way to educate the MUG member base on your industry expertise. Presentations should be educational in nature and not an advertisement.

Sponsorship Includes:

- Your demo/presentation
- Live Q&A
- Name, logo, hyperlink and session information promoted to all MUG members via email, social and MUGMail
- Session recorded for MUG on-demand access

Support a MUG Webinar

Sponsor name tied to an already planned live webcast. Topic/ content should align/ be applicable.

Sponsorship Includes:

- Your name, logo and hyperlink added to the presentation as a "thanks for our sponsor."
- Opportunity to speak for 3-5 minutes at the start or end of the presentation
- Name, logo and hyperlink

FOCUS GROUP

Sponsor a live focus group of targeted MUG members for invaluable feedback on your product or service in a moderated discussion setting.

Sponsorship Includes:

- Identification of 8-12 targeted users for a 30-minute discussion
- Hosted by MUG, co-facilitated with sponsor
- Opportunity for a pre or post survey and handout distribution

Year-Round Access & Brand Awareness

MUGMAIL NEWSLETTER BANNER AD

- Reach over 10,000 MUG members through a banner ad linked to your URL of choice in our monthly newsletter sent via email and archived on the MUG website. *only 1 sponsored banner included per issue.

WEBSITE BANNER

- A 535x107 banner on the MUG homepage with a custom trackable link. Banner will live for 3 months on the site.

*Includes paid and organic posts from January-December 2022

MUGMAIL NEWSLETTER ARTICLE

- Reach over 10,000 MUG members with a 150-word blurb to promote your own content alongside a graphic and hyperlink. Included in 1 monthly issue, distributed to members by email and archived on the MUG website.

SOCIAL MEDIA POST

- Connect with MUG's social media audience highlighting your company's newest product release or software update with one post to LinkedIn, Facebook, and Twitter. In 2022, MUG Social Media saw over 950,000 impressions amongst our social channels.*



OPPORTUNITY	COST	# AVAILABLE
Focus Group	\$2,000	2
Sponsor Webinar Presentation*	\$1,500	4
Support MUG Webinar*	\$750	6
MUGMail Newsletter Banner	\$1,000	12
MUGMail Newsletter Article	\$1,500	12
Website Banner Ad	\$1,000	12
Social Media Post	\$750	24

*Sponsor may present their content and presentation, or sponsor may support an already planned webinar.

“Brightmetrics has worked with the Mitel User Group over the years for both webinars and their annual Virtual Events. MUG’s events are always well done, with timely communication, ample time to prepare, and the ability ask questions throughout the process. MUG’s understanding of their audience has helped us immensely in tailoring our message to the community where we’ve seen positive ROI from our event sponsorships. Each year, with these events, we continue to build and grow our database with Mitel prospects we know can benefit from our products.

- BRIGHTMETRICS

Become a MUG sponsor today!

Contact us at memberservices@mitelusergroup.org to discuss opportunities for showcasing your knowledge and brand.

