

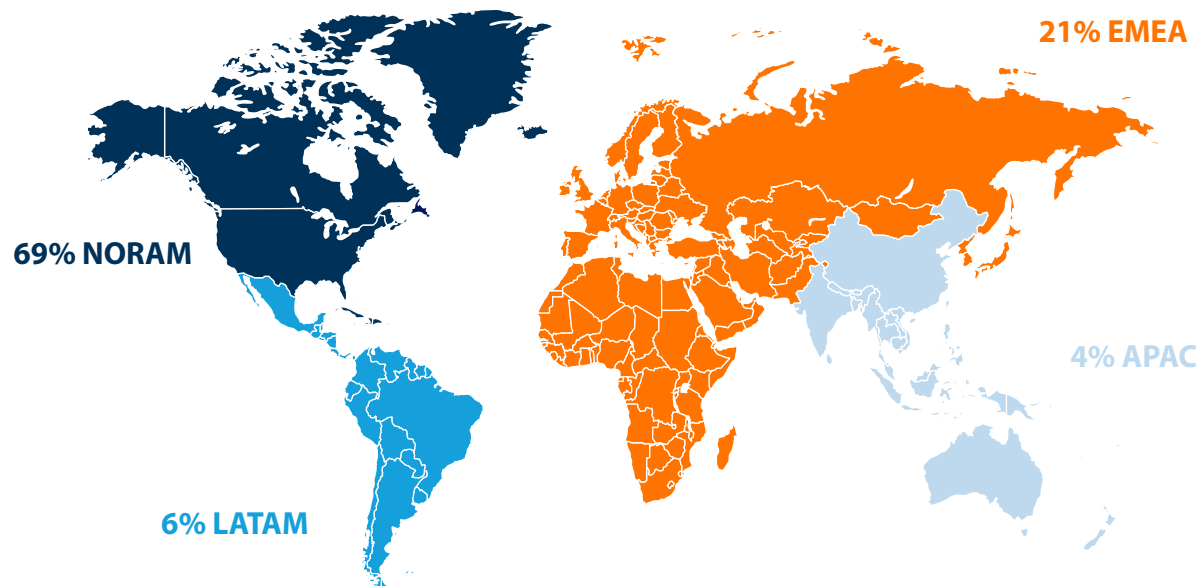


Mitel User Group

2025 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.



“Networking, education, and getting a glimpse of the future offerings from Mitel and Partners has allowed me to further expand my **knowledge of the industry**.

The **experience** of all the MUG members is so vast and being able to collaborate with such a knowledgeable group of people is amazing.

- CAS RANGEL, MUG MEMBER



# All About MUG Members



## Membership Breakdown

Customers | 80%  
Partners/Resellers | 15%  
Mitel Employees | 5%

## Member Titles

Technical Engineer/ IT Engineer | 38%  
IT Manager | 14%  
Administrator | 10%  
C-Level Executive/ Director | 10%  
Other Titles | 28%

## Industry Breakdown

Telecommunications | 22%  
Education | 10%  
Government | 9%  
Healthcare | 9%  
Manufacturing, Construction | 6%  
Financial | 5%  
Communications, Professional Services | 5%  
Other Industries | 34%  
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.

### 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 and X (formerly Twitter).

# Pricing



| 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](mailto:memberservices@mitelusergroup.org) to discuss opportunities for showcasing your knowledge and brand.

