



CUSTOMER EDUCATION LABORATORIES



Sponsorship

Proposal

**Finding the Others in
Customer Education**



Prepared For :
Name Here

Customer Education Laboratories
Seattle, WA

CELab – Customer Education Laboratories

Our Team

Co-Host

Adam Avramescu

Author of "Customer Education: Why Smart Companies Profit by Making Customers Smarter." Built and led programs at Slack, Checkr, and Optimizely. Currently VP of Customer Education and Engagement at Personio.

[More Info](#)



Adam Avramescu

Co-Host

Dave Derington

Customer Education leader of programs at Gainsight, Azuqua, and Outreach. Currently at ServiceRocket building the World's First Customer Education as a Service Program.

[More Info](#)



Dave Derington

About CELab

Our Philosophy

The "Customer Education Manifesto" defines CELab's Mission

We believe that learning a new product is like taking a journey into parts unknown;
Fundamentally, customers don't succeed if they don't learn.



We are united in making our customers wildly successful:
Enabling them to find value earlier, and realize more value over time;
Anticipating and removing the roadblocks along their path;
By building educational programs that scale.



We believe that modern Customer Education professionals must:



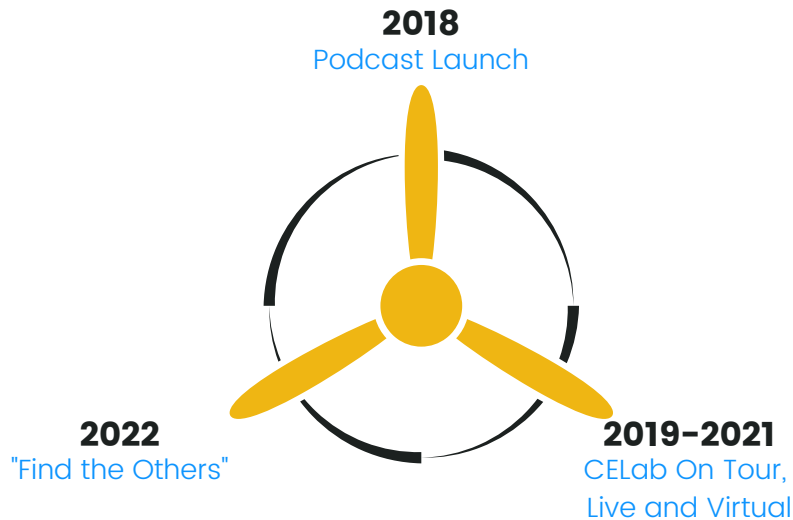
- Guide customers to **value**, versus educating them on every feature
- Build a core program that **scales**, versus customizing every time
- Lead with **data** tied to business **outcomes**, versus measuring our activity
- Use **agile** practices to ship solutions **quickly**, versus perfecting our content
- Design **experiences** we'd actually want to learn from, versus building safe, dry learning
- Serve busy customers in their **moment of need**, versus making them do the work



And with these six principles, we believe Customer Education becomes the Scale Engine
that powers our customers' ongoing success.

Three Years of Steady Growth

CELab's History



Launch: 2018

The CELab Podcast launched in November 2018 with a small audience.



Growth: 2019-2021

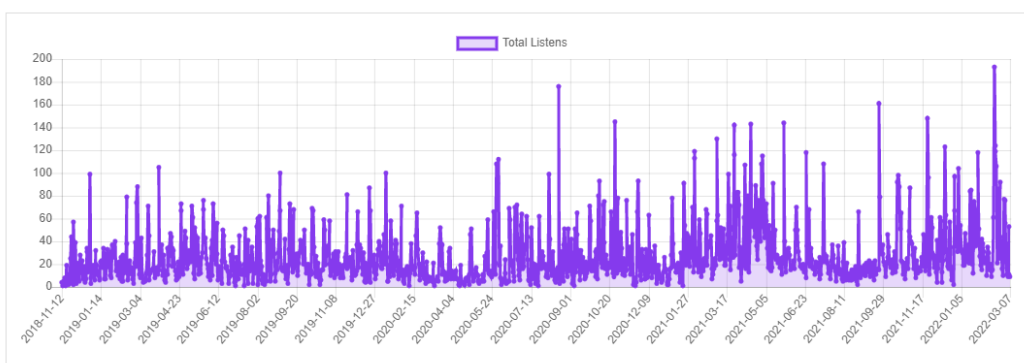
The CELab team spoke at several key conferences including DevLearn, Skilljar Connect, and Thought Industries' COGNITION. We continued growing as events moved online during the pandemic.



Expansion: 2022

In 2022, we are actively "Finding the Others" — diversifying our content, expanding our audience and making CELab a focal point for leaders to find resources to create world-class Customer Education programs.

Over 32,000 unique listens from relevant audiences



Customer Education Laboratories **Funding Objectives**

2022



Why Seek Sponsorship?

We're the only podcast explicitly serving the Customer Education marketplace.

We seek funding to revamp and expand the CELab website, podcast & related properties. This will help us to:

- Elevate the visibility and rigor of Customer Education in the B2B SaaS Marketplace
- Reach a broader audience and platform a wider set of voices in our industry
- Provide more exposure and credibility in the eyes of business leaders, investors, etc.
- Connect leaders and practitioners across Customer Education & related disciplines



Customer Education Laboratories 2022 Sponsorship Packages

	Bronze	Silver	Gold
Website			
Logo on the CELab site (square banner in rotation)	X	X	X
Sponsor Page on CELab site		X	X
Article on CELab (2x / year)			X
Podcasts			
1 Episode / year with guests you select			X
Mention in sponsors segment on each episode	X	X	X
Audio-based Advertising			
Pre-roll Audio Ads (15 - 30 seconds)			X
Mid-roll Audio Ads (15 - 30 seconds)		X	
Mailing List			
Mention as a sponsor in all email sent to the mailing list	X	X	X
Swag			
Logo on CELab T-shirt	X	X	X
<i>Total Annual Cost</i>	\$1,000	\$2,500	\$5,000

2022 Customer Education Laboratories Package Detail

Sponsor Page

All sponsors will have a dedicated page on the CELab website including:

- Your logo
- Brief summary of your product
- Paragraph from CELab on how your product helps Customer Education
- Contact information

Podcast Episode (Gold Sponsors)

Gold-level sponsors will be entitled to one CELab interview per year with the guest and topic of their choice. This could be your leadership, your happy customer, etc.

- Episode content must be pre-approved by Sponsor and CELab (ex. should provide industry thought leadership, not primarily commercial in nature)
- Length may be up to 1 hour

Audio Ads (Gold and Silver Sponsors)

Gold and Silver sponsors will have ads placed in rotation with CELab episodes. All ads will be recorded by CELab's hosts. In addition:

- Gold sponsors will have 4 "pre-roll"* = custom ads / year
- Gold Sponsors will have 4 "mid-roll"* ads (staggered)
- Silver Sponsors will have up to 6 "mid-roll" ads

* "Pre" comes before the episode. Mid will be placed within the episode. All ads will be custom created by Adam and Dave to fit with the podcast episode theme and tone. You may provide talking points that you want highlighted, or have the hosts tell a story related to your product features, etc.

Hosted Article on CELab (Gold Sponsors)

Gold-level sponsors will have the opportunity to host an article on the CELab website.

- Focused on thought leadership
- Helpful content for Customer Education Leaders and Practitioners
- Not an ad for your product

Swag

We will include sponsor branding on t-shirts or other CELab swag that we create.

Thank You

Customer Education Laboratories

