

2017 Human Resources Department of the Year Sponsorship Packages

	<u>Platinum</u> \$7,000	<u>Diamond</u> \$5,000 SOLD OUT	<u>Gold</u> \$3,000 SOLD OUT	<u>Silver</u> \$2,000	<u>Cocktails</u> \$2,000	<u>Bronze</u> \$1,000	<u>Supporter</u> \$500
Logo Placement on Marketing & Signage	Premier	Prominent	Prominent	Prominent	Prominent	Standard	Standard
Recognition on Event Website	X	X	X	X	X	X	
Program Booklet Ad	Full Page	Full Page	Half Page	Quarter Page	Quarter Page	Quarter Page	
Program Booklet Acknowledgment	Company Description, Contact Info, Logo & URL	Logo & URL	Logo & URL	Logo & URL	Logo & URL	Logo	Logo
Tickets to Awards Dinner	(6) VIP Tix	(5) VIP Tix	(4) VIP Tix	(3) VIP Tix	(3) Comp Tix	(1) Comp Tix	(1) Comp Tix
Recognition in Slide Show During Cocktail Hour	X	X	X	X	X	X	
Recognition During Presentation	X	X	X	X	X	X	
Sponsor to Present Award	X	X	X	X			
Receive Contact List of All Applicants	X	X	X	X	X		
Receive Attendee List (After Event)	X	X	X	X	X		
Receive Attendee List (Before Event)	X	X					
Full Slide Advertisement During Cocktail Hour	X						
Special Recognition & Acknowledgment	One marketing item @ each seat, raffle item, exhibitor space to display marketing collateral	Logo recognition on dessert pics	Photo with winners of each Dept. of the Year Award, published on event website	Photo with winner of selected award category, published on event website	Sponsorship of signature specialty drink with company theme & logo placement on drink tickets		

Advertise in the Program Booklet

Full Page	\$600
Half Page	\$400
Quarter Page	\$200

DETAILED SPONSORSHIP OUTLINE

Platinum Sponsorship - \$7,000 *(One Available)*

- Premier logo recognition on all marketing materials and event signage
- Logo on event website linked to corporate homepage
- Full page ad in attendee program booklet
- Premier acknowledgement in program booklet – Company Description, Contact Info, Logo & Website
- (6) VIP Tickets to the Awards Dinner
- Company advertisement on full slide within slide show during cocktail hour (sponsor to provide ad for slide)
- Recognition of sponsorship during event presentation
- Sponsor to present an award during event presentation
- Receive contact list of all applicants one month prior to event (email addresses only)
- Receive contact list of all attendees one week before event and final list two weeks after event (email only, opt-in only)
- Ability to place one small marketing item at each table seating (sponsor to provide)
- Ability to raffle off an item to all attendees (sponsor to provide item)
- Exhibitor table space for sponsor to collect business cards for attendee raffle and distribute marketing collateral

~~**Diamond Dessert Sponsorship - \$5,000**~~ **SOLD OUT**

- Prominent logo placement on marketing postcard & event signage
- Logo on event website linked to corporate homepage
- Full page ad in attendee program booklet
- Acknowledgement in program booklet – Logo & Website
- (5) VIP Tickets to the Awards Dinner
- Sponsorship of Dessert (pic with logo in each dessert)
- Logo placement on slide show during cocktail hour
- Recognition of sponsorship during event presentation
- Sponsor to present an award during event presentation
- Receive contact list of all applicants one month prior to event (email addresses only)
- Receive contact list of all attendees one week before event and final list two weeks after event (email only, opt-in only)

~~**Gold Sponsorship - \$3,000**~~ **SOLD OUT**

- Prominent logo placement on marketing postcard and event signage
- Logo on event website linked to corporate homepage
- Half page ad in attendee program booklet
- Acknowledgement in program booklet – Logo & Website
- (4) VIP Tickets to the Awards Dinner
- Logo placement on slide show during cocktail hour
- Recognition of sponsorship during event presentation
- Sponsor to present an award during event presentation
- Receive contact list of all applicants one month prior to event (email addresses only)
- Receive contact list of all attendees two weeks after event (email addresses only, opt-in only)
- Sponsor to get photos with the winners of each Dept. of the Year Award to be published on event website

Silver Awards for Excellence Sponsorships - \$2,000 *(4 Available)*

~~Option 1: Employee Relations~~

~~Option 2: Talent Acquisition~~

~~Option 3: Talent Management (one available)~~

~~Option 4: Technology~~

~~Option 5: Benefits~~

~~Option 6: Wellness (one available)~~

~~Option 7: Compensation (one available)~~

~~Option 8: Diversity~~

~~Option 9: Social Responsibility (one available)~~

~~Option 10: CEO (one available)~~

- Prominent logo placement on marketing postcard and event signage
- Logo on event website linked to corporate homepage
- Quarter page ad in attendee program booklet
- Acknowledgement in program booklet – Logo & Website
- (3) VIP Tickets to the Awards Dinner
- Logo placement on slide show during cocktail hour

- Recognition of sponsorship during event presentation
- Sponsor to present an award during event presentation
- Receive contact list of all applicants one month prior to event (email addresses only)
- Receive contact list of all attendees two weeks after event (email addresses only, opt-in only)
- Sponsor to get photos with the winners of selected award category to be published on event website

Centerpiece Sponsorship - \$2,500 *(1 Available)*

- Prominent logo placement on marketing postcard and event signage
- Logo on event website linked to corporate homepage
- Quarter page ad in attendee program booklet
- Acknowledgement in program booklet – Logo & Website
- (2) VIP Tickets to the Awards Dinner
- Sponsorship of Centerpiece (help with design concept) & logo placement
- Logo placement on slide show during cocktail hour
- Recognition of sponsorship during event presentation
- Receive contact list of all applicants one month prior to event (email addresses only)
- Receive contact list of all attendees two weeks after event (email addresses only, opt-in only)

Cocktail Reception Sponsorship - \$2,000 *(2 Available)*

- Prominent logo placement on marketing postcard and event signage
- Logo on event website linked to corporate homepage
- Quarter page ad in attendee program booklet
- Acknowledgement in program booklet – Logo & Website
- (3) VIP Tickets to the Awards Dinner
- Sponsorship of Signature Drink with Company Name
- Logo placement on slide show during cocktail hour
- Logo placement on drink tickets for all attendees
- Recognition of sponsorship during event presentation
- Receive contact list of all applicants one month prior to event (email addresses only)
- Receive contact list of all attendees two weeks after event (email addresses only, opt-in only)

Bronze Sponsorship - \$1,000 *(Unlimited)*

- Standard logo placement on event signage
- Logo on event website linked to corporate homepage
- Quarter page ad in attendee program booklet
- Acknowledgement in program booklet – logo only
- (1) Comp Ticket to the Awards Dinner
- Logo placement on slide show during cocktail hour
- Recognition of sponsorship during event presentation

Supporter Sponsorship - \$500 *(Unlimited)*

- Standard logo placement on event signage
- Logo on event website linked to corporate homepage
- Acknowledgement in program booklet – logo only
- (1) Comp Ticket to the Awards Dinner

Advertise in the Program Booklet *(Unlimited)*

- Full Page Ad - **\$600**
- Half Page Ad - **\$400**
- Quarter Page Ad - **\$200**