

## Sponsorship Program

HRLF greatly appreciates our generous sponsors. Your support helps us continue our mission of bringing thought leaders and highly ranked programs to our membership. Your company will receive the following benefits in exchange for your support.

	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Your company's logo with a link to your website on the HRLF website for one full year	✓	✓	✓	✓
Signage at all HRLF events	✓	✓	✓	✓
Company logo on program handouts at HRLF programs	✓	✓	✓	✓
Acknowledgement by HRLF President at all HRLF events	✓	✓	✓	✓
Complimentary registration for guest(s) at each HRLF program and social	3	2	1	1
Sponsor ribbons to wear on badges at HRLF events	✓	✓	✓	✓
Opportunity to leave company's collateral at shared display table at all HRLF programs	ALL!	3	1	
Your logo/company with a link to your web site featured in two HRLF e-blasts per year that go to almost 4,000 senior New England HR Leaders	✓			
Opportunity to deliver an educational program prior to an HRLF event. HRLF will market this program to close to 4,000 senior HR executives and promote the program as well as your company on our website	✓			
Possibility of having lunch with speaker and HRLF leaders post-program	✓			
Membership in HRLF	1			

**Please note: Membership is not included in sponsorship. If you would like to attend HRLF events, you need to join as a member. Guest passes are for your guests but may not be used in lieu of membership.**



### 2019 Book Sponsorship Opportunities!

Want to leave a lasting impression with HRLF Members? Promote your company to event attendees by sponsoring the author's book! Your company name and/or logo will appear on a bookplate with the author's signature on every book distributed at the event.

The following book options are available for sponsorship:

- June: **Move: How Decisive Leaders Execute Strategy Despite Obstacles, Setbacks, and Stalls**  
by Patty Azzarello \$1,500  
*This book will be distributed to projected 50 workshop attendees only.*
- September: **Talent Wins: The New Playbook for Putting People First**  
by Ram Charan \$5,000
- November: **Let's Fix Work: Put Yourself First, Take Control of Your Career, and Be Your Own HR\***  
by Laurie Reuttimann \$3,000  
*\*Please note that this is a working title and may change at the time of publication.*

**To sign up or for more information, contact Pam McKenna in the HRLF office at  
978-256-0960 or email [PMcKenna@HRLF.org](mailto:PMcKenna@HRLF.org)**

Human Resources Leadership Forum

4 Lan Drive, Suite 310 · Westford, MA 01886

Ph: 978-256-0960 · Fx: 978-250-1117 · Web: [www.HRLF.org](http://www.HRLF.org)