

2023 – 2024

Partnership Opportunities with CPHR Manitoba

CPHR
Manitoba

ABOUT CPHR MANITOBA

CPHR Manitoba is the sole certifying body of the Chartered Professionals in Human Resources (CPHR) designation in Manitoba – the leading standard for certification of HR professionals in Canada.

Our mission is to advance the human resources profession. We work to achieve that by promoting the brand and supporting CPHRs in their professional development to foster public confidence in the designation and demonstrate the value of HR to business.

The association continues to grow each year, with a 27.35% increase in members in the last 8 years.

CPHR Manitoba has many partnership opportunities throughout the year including sponsorships, partnerships and advertising options. By aligning your brand with CPHR Manitoba, you will reach a vast network of HR professionals and position your company as a leading provider of services in your industry.

Our members have a high degree of decision-making power in their organizations and are an influential group of professionals in the business community. They span a wide range of

The following pages list the various partnership opportunities that are available with CPHR Manitoba from **June 2023** to **May 2024**.

Please contact Laura Haines-Morrisette to discuss options that will work for you.

Laura Haines-Morrisette

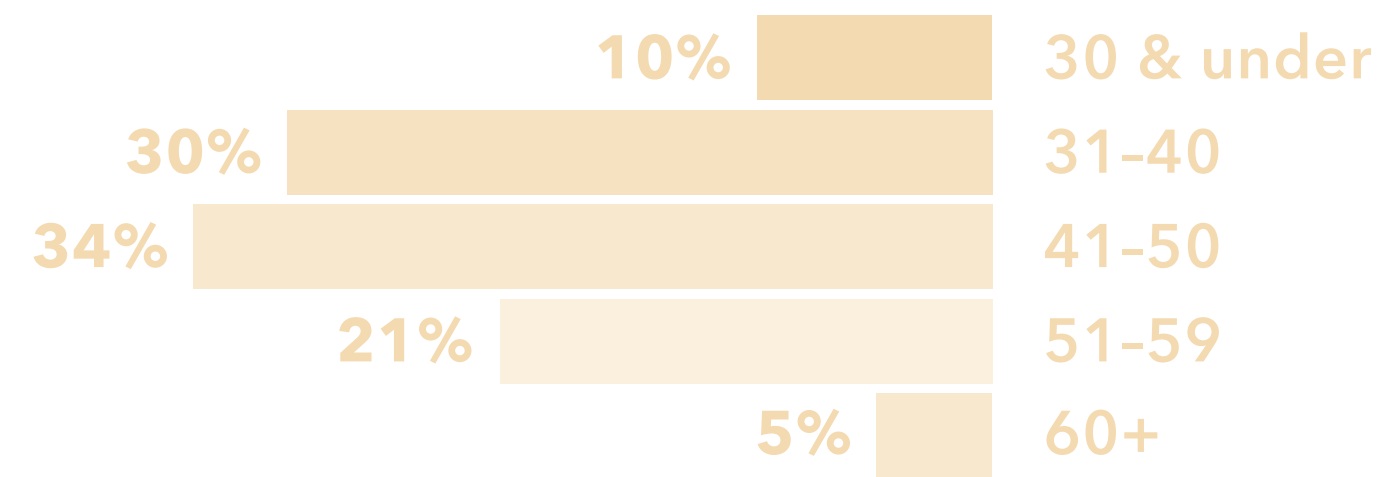
Director of Marketing, Partnerships
& Membership

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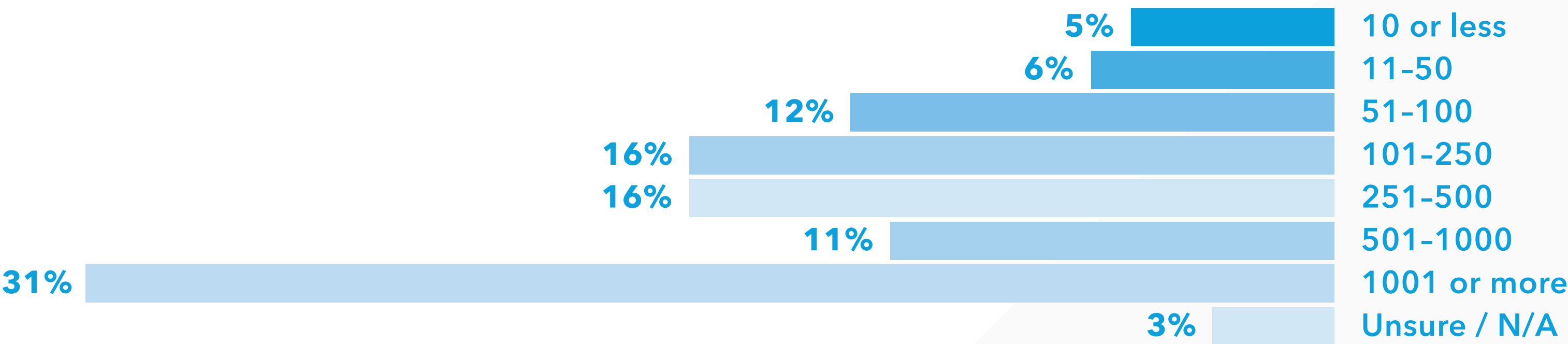
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WHO ARE OUR MEMBERS?

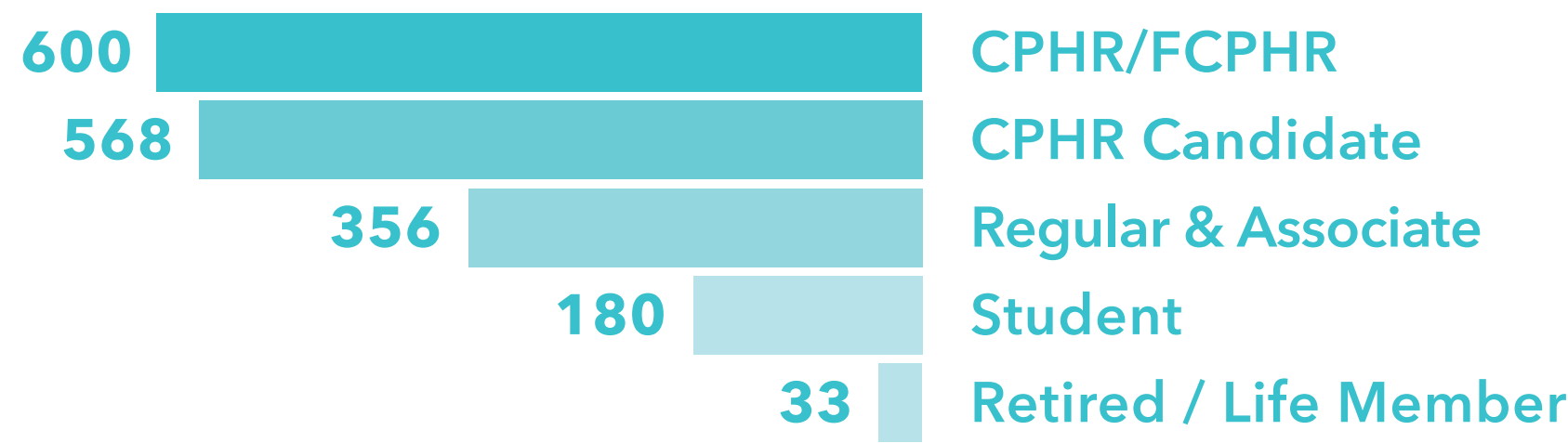
AGE



NUMBER OF EMPLOYEES IN MEMBERS' ORGANIZATIONS



MEMBERSHIP TYPE



1737
members

CPHR MANITOBA HR CONFERENCE

OCTOBER 24 & 25, 2023

Who attends the HR & Leadership Conference?

250+ number of attendees

Over 80% are members of CPHR Manitoba.

Over 40% of attendees practice at the STRATEGIC or EXPERT level

2019 attendees would recommend other HR professionals attend the conference because:

“It refreshes you and allows you to look at things with many new perspectives.”

“[It is a] great chance to network with other HR professionals.”

“It is a good way to connect with others in HR and to learn and refresh your skills.”

“It is a great conference to rejuvenate our passion for HR as well as focus on our own self-development and growth.”

“The speakers are engaging, topics are relevant and delivered in a manner that covers both new and experienced professionals well.”

“There is no better way to meet other professionals in the HR industry. It’s a great way to discuss current issues and potentially receive feedback on how to handle problems you’re facing in the workplace.”

Sponsorship Level	Presenting Sponsor	Champion Sponsor	Partner Sponsor	Supporter Sponsor
Fee	\$10,000	\$6,500	\$4,500	\$3,000
Recognition as official Presenting Sponsor	X			
Signage in main plenary for full duration of conference	X			
Welcome delegates at keynote	Opening Keynote	Choice of remaining keynotes		
Opportunity to place branded materials at place settings during sponsored keynote	X	X		
VIP seating in main plenary	X	During chosen keynote		
Verbal recognition at opening and closing keynote	X	X	X	X
Complimentary full conference registration(s)	5	3	1	1
Opportunity to purchase additional registrations and keynote tickets for 25% off listed price	X	X	X	X
Keynote tickets	2 for each keynote	4 for sponsored keynote	1 lunch keynote ticket each day	1 lunch keynote ticket Day 1
Sponsor booth*	Double, 2-day	Single, 2-day	Single, 2-day	Single, 1-day
Choice of one special property			One of the following: breakout room sponsor or reception sponsor	
*Power included if required. Lead capture software is available.				

Sponsorship Level	Presenting Sponsor	Champion Sponsor	Partner Sponsor	Supporter Sponsor
Company Recognition				
Logo on:				
- All registration email confirmations to delegates - Conference ad in HRmatters Fall magazine - All delegate name badges - All internal and external conference advertisements - Conference website banner on CPHR Manitoba homepage - All conference signage - Company name included in header of all conference emails				
Logo in footer of all conference emails	X	X		
Logo on registration webpage	X	X	X	X
Logo on conference website	X	X	X	X
Logo in conference slideshows	X	X	X	X
Virtual conference booth	X	X	X	X

Sponsorship Level	Presenting Sponsor	Champion Sponsor	Partner Sponsor	Supporter Sponsor
Sponsorship Leveraging Opportunities				
CPHR Manitoba recommends all sponsors leverage their sponsorship in order to maximize their Return on Investment (ROI). We would be happy to discuss ideas with you to help ensure maximum ROI. Please note: CPHR Manitoba does not provide registration lists.				
In addition to the opportunities outlined in this document, we are happy to create customized opportunities that address your company's specific marketing strategy. The following leveraging opportunities are provided for your consideration.				
One complimentary e-blast to CPHR Manitoba membership	X	X	Discounted rate of \$950	Discounted rate of \$950
Opportunity to provide door prize to be awarded in Main Plenary	X	X	X	X
Opportunity to place item in delegate bag at sponsor cost	X	X	X	X
Opportunity to negotiate leveraging opportunities that are mutually beneficial to sponsor and CPHR Manitoba	X	X	X	X
Opportunity to collect delegate contact information by hosting a draw or other activity at your table	X	X	X	X

HR EXCELLENCE AWARDS

Date: Spring 2024

Expected attendance: Over 250 attendees annually, including awards nominees and the general HR community

CPHR Manitoba's HR Excellence Awards showcase the great work of HR Professionals and shares emerging best practices in Human Resources. We invite you to sponsor this prestigious event and join us in celebrating HR and recognizing the outstanding talent we have here in Manitoba.

What our attendees have to say about the event:

- "The event sets the bar for all similar events in Manitoba. I've not been to one that is more well organized."
- "It is inspiring to hear what companies are doing and the significant role HR plays."
- "It is a great way to show the amazing talent we have in the HR industry in Manitoba."
- "It celebrates the work of our profession and raises the profile of organizations and individuals who are truly leading the way."

HR EXCELLENCE AWARD CATEGORIES

BUSINESS EXCELLENCE AWARD CATEGORIES

THE ASCENT AWARD

For investing in leadership and talent development.

Including:

- Establishing a leadership culture
- Offering progressive professional development
- Addressing skills gaps
- Undertaking career path and succession planning

THE IMPACT AWARD

For making work more meaningful and engaging.

Including:

- Culture (inclusion/people focused)
- Flexibility
- Corporate social responsibility
- Employee volunteer programs
- Recruitment and retention
- Employer branding

THE VITALITY AWARD

For promoting health, safety and wellness.

Including:

- Creating a respectful workplace
- Prioritizing mental health
- Keeping people and the organization invested in safety
- Promoting wellness

THE UNITY AWARD

For advancing diversity, inclusivity and accessibility at work.

Including:

- Establishing a culture of inclusion
- Advancing truth and reconciliation
- Removing barriers to access
- Actualizing the full value of diversity

PROFESSIONAL EXCELLENCE AWARD CATEGORIES

THE SPARK AWARD

Recognizes HR Professionals with **up to ten years** of HR experience who have sparked change in their organization, taking ownership and responsibility, in ways that belie their years.

THE MOMENTUM AWARD

Recognizes HR Professionals with **over ten years** of HR experience who have established their expertise and leadership, become a trusted resource to their colleagues and are moving long term priorities forward.

THE LEADERSHIP AWARD

Recognizes **executive level** HR Professionals who are a trusted resource to organizational leaders, advancing corporate objectives, setting policy and supporting sound governance.

THE VISIONARY AWARD

Recognizes executives who endorse, support or champion the HR function within their organization. Intended for individual's outside of the HR field.

THE LEGACY AWARD

Recognizing HR Professionals who have personified community and corporate leadership, advanced the HR profession and inspired others toward success through their lived example.

SPONSORSHIP OPPORTUNITIES

Sponsorship Level	Presenting Sponsor \$7,500	Award Category Sponsor \$3,000	Reception Sponsor \$3,000	Supporter Sponsor \$1,500	Corporate Table Sponsor (10)	Corporate Table Sponsor (8)
Recognition as official Presenting Sponsor	X					
Table of 8 at the event with premium seating	X					
Complimentary tickets to event		Two tickets	Two tickets	Two tickets		
2-5-minute welcome speech	X					
Opportunity to introduce award on stage and announce recipient of award	X	X				
Opportunity to take keepsake photo with recipient	X	X				
Opportunity to place your company's signage throughout reception			X			
Table with preferred location (based on first come first served basis)					Table of 10	Table of 8
Table sign with company logo	X				X	X
One complimentary e-blast to CPHR Manitoba membership	X					
Logo recognition						
• All event signage	X					
• Footer of all HR Excellence Awards emails to members	X					
• Event program front cover	X					
• Event program next to award category		X				
• Event program sponsor thank you page	X	X	X	X	X	X
• Event registration webpage and sponsorship webpage	X	X	X	X	X	X
• Event slideshow	X	X	X	X	X	X
• HRmatters magazine recap	X	X	X	X	X	X

DIVERSITY FORUM - A VIRTUAL CONFERENCE

Date: TBD

Format: Virtual conference-style event via PheedLoop

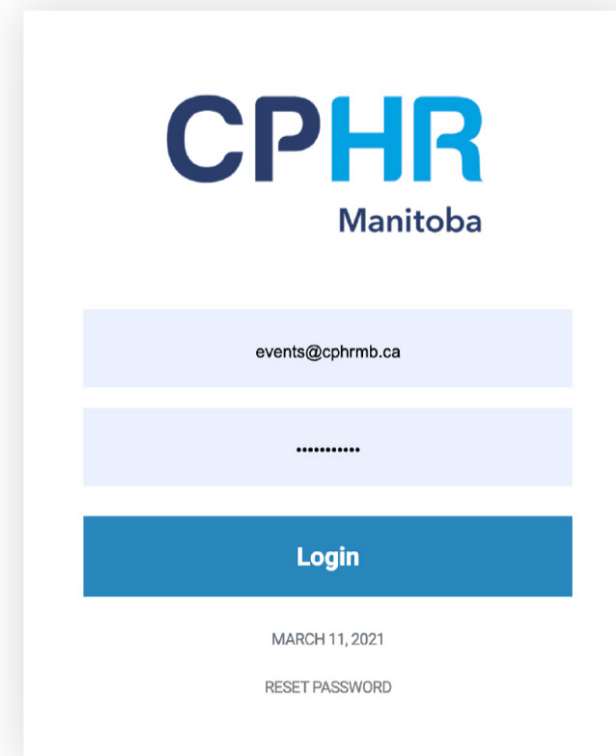
Expected attendance: HR professionals, generalists, directors

Sponsor Benefits	Presenting Sponsor \$5,000	Partner Sponsor \$3,000	Supporter Sponsor \$1,500
Recognition as official Presenting Sponsor	X		
Keynote sponsor • Logo in keynote listing in schedule • Pre-roll video on keynote session page • Opportunity to introduce keynote speaker	X		
Session(s) sponsor • Logo in session listing in schedule • Pre-roll video on session(s) page(s) • Opportunity to introduce session speaker(s) in at least 2 sessions		X	
Complimentary registration(s)	5	2	1
Complimentary e-blast to all CPHR Manitoba members	X		
Complimentary post-event e-blast to event registrants		X	

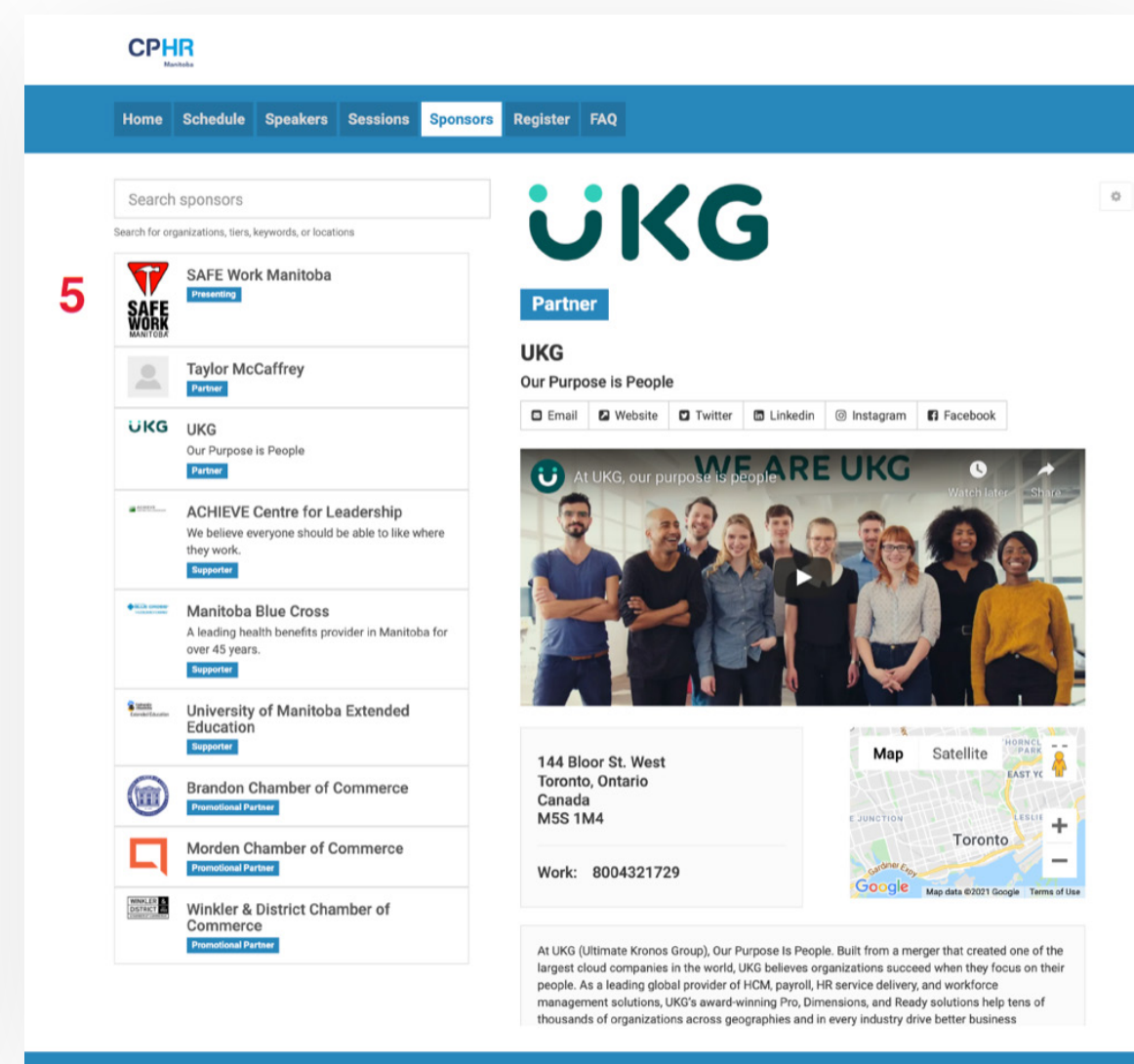
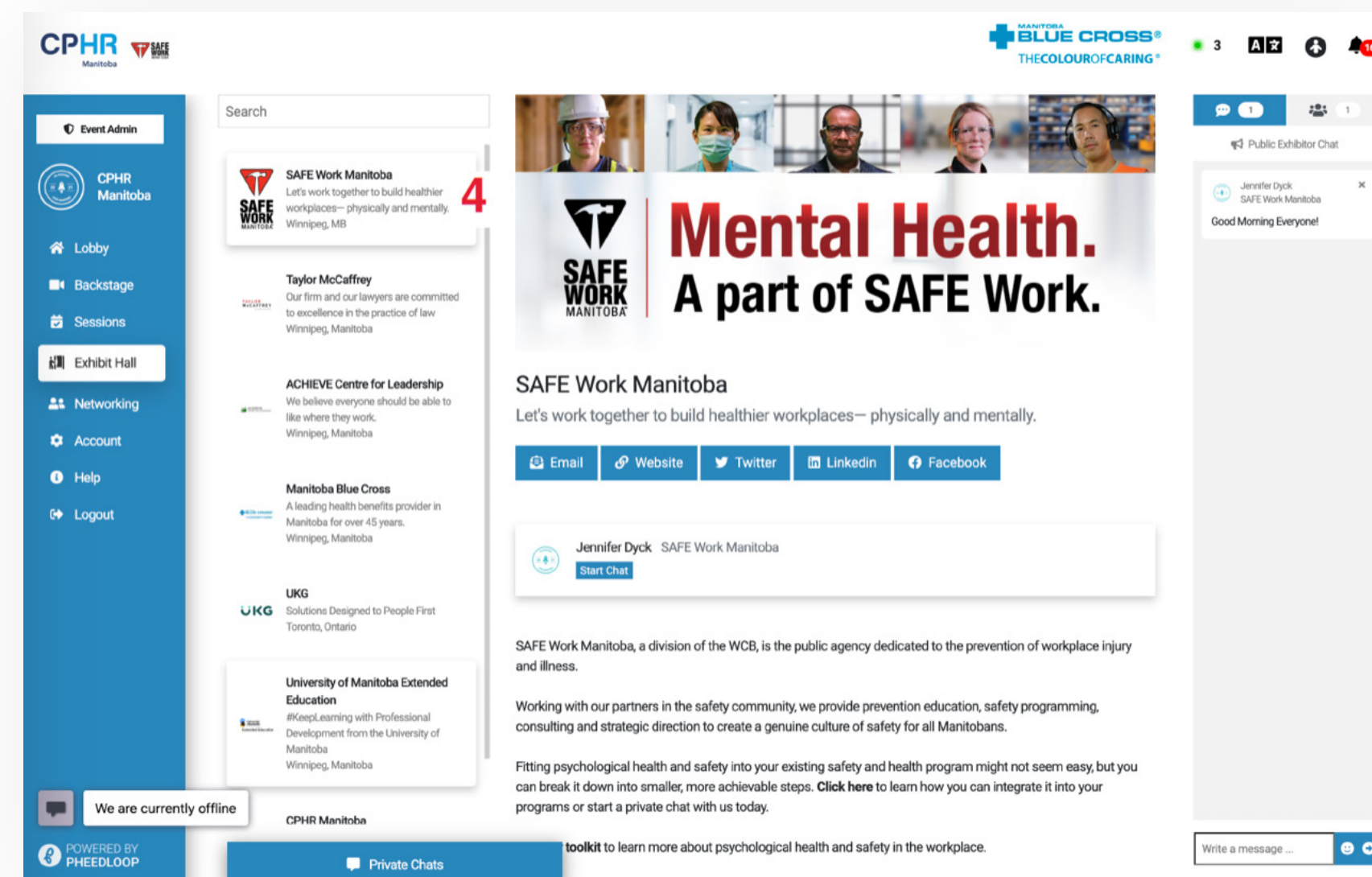
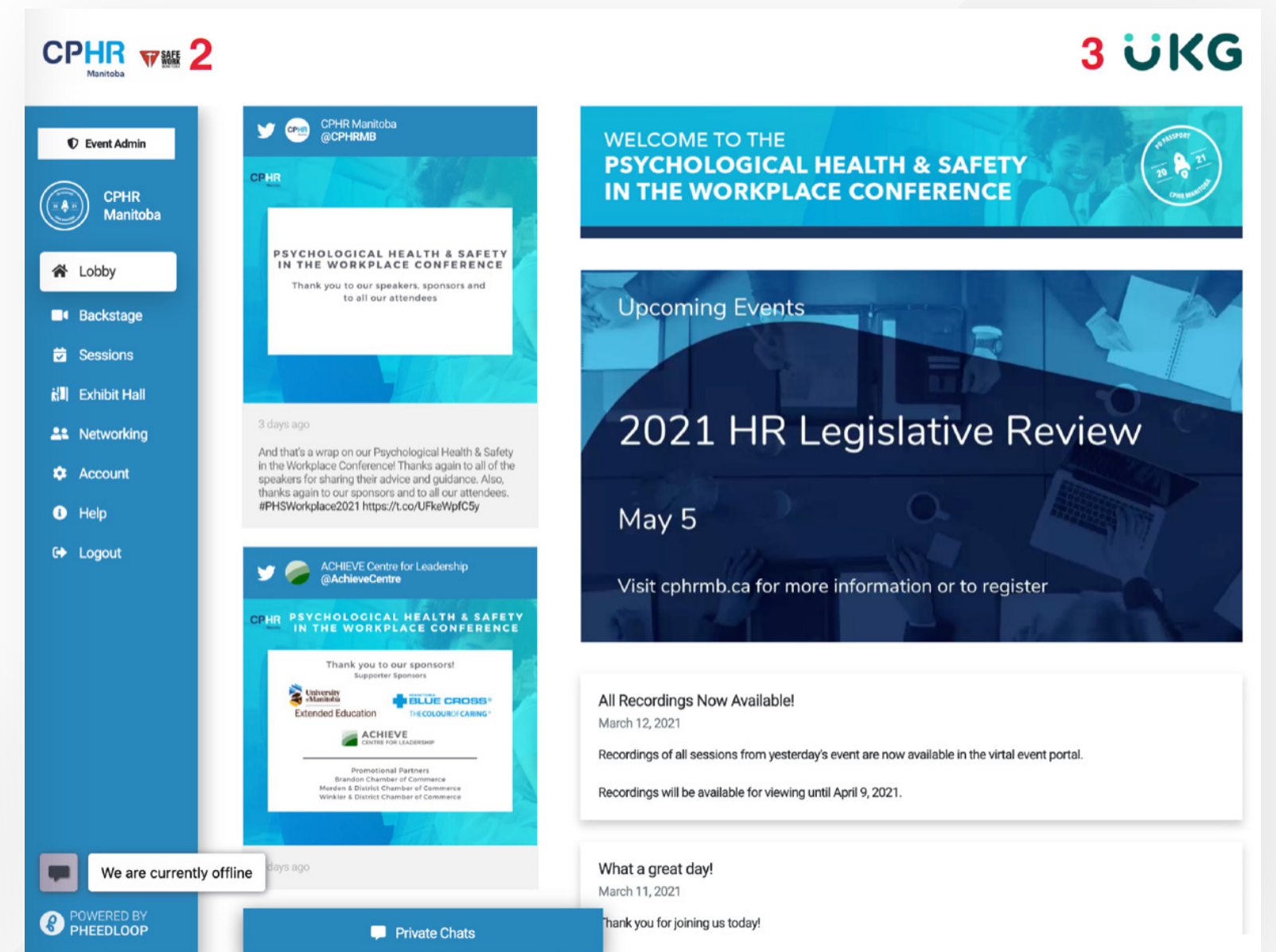
Sponsor Benefits Continued	Presenting Sponsor \$5,000	Partner Sponsor \$3,000	Supporter Sponsor \$1,500
Logo recognition			
• All registration email confirmations to delegates	X		
• All internal and external conference advertisements	X		
• Virtual event log-in page (1)	X	X	
• Virtual portal logo (2)	X		
• Virtual event sponsor scroll (3)	X	X	X
• Event microsite sponsor listing (5)	X	X	X
• Registration webpage	X	X	X
• Post-event email to delegates	X	X	X
Exhibitor booth (4) – includes: • Customizable banner – image or GIF • Links to website, social media platforms • Staff listing • File uploads • Company write-up • Promotional video upload • Interaction with attendees • Opportunity to run contest/draw for lead generation	X	X	X
Additional Activation Opportunities: • Include our conference hashtag in your social media postings to have your posts appear in the live feed in the lobby of the virtual event	X	X	X

VIRTUAL EVENT LOGO RECOGNITION

1. Virtual event log-in page
2. Virtual portal logo
3. Virtual event sponsor scroll
4. Virtual event exhibit hall
5. Event microsite sponsor listing



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PSYCHOLOGICAL HEALTH & SAFETY CONFERENCE

Date: TBD

Format: In-person

Expected attendance: 100-125

HR professionals play a key role in helping to make Manitoba’s workplaces psychologically safer. The CSA Group developed the Psychological Health and Safety in the Workplace Standard in 2013, which is a voluntary set of guidelines to assist organizations in promoting mental health and preventing psychological harm at work.

This conference will focus on the 13 factors outlined in the The CSA Group’s Psychological Health and Safety in the Workplace Standard and will bring together a variety of experts to assist HR Professionals along the way to developing a psychologically healthier workplace.

Sponsor Benefit	Presenting Sponsor \$5,000	Supporter Sponsor \$2,500
Opportunity to welcome attendees	X	
Verbal recognition at event by Master of Ceremonies	X	X
Opportunity to place a marketing piece at each place setting	X	
Opportunity to leverage your sponsorship on-site at the event including a booth set up to distribute your collateral	X	X
Recognition		
• Logo recognition in event reminder emails	X	
• Logo recognition on the event registration webpage and event program	X	X
• Name recognition as Presenting Sponsor in event listing in HRmatters newsletter	X	
Complimentary registrations	2	1

HR LEGISLATIVE REVIEW

Date: May 2023

Format: In-person

Expected attendance: 150-200

CPHR Manitoba’s HR Legislative review is our second largest professional development event annually. It is an event members plan to attend annually to get updates on new legislation and hear from a number of legal professionals on a variety of employment law topics.

Sponsor Benefit	Presenting Sponsor \$5,000	Supporter Sponsor \$2,500
Opportunity to welcome attendees	X	
Verbal recognition at event by Master of Ceremonies	X	X
Opportunity to place a marketing piece at each place setting	X	
Opportunity to leverage your sponsorship on-site at the event including a booth set up to distribute your collateral	X	X
Recognition		
• Logo recognition in event reminder emails	X	
• Logo recognition on the event registration webpage and event program	X	X
• Name recognition as Presenting Sponsor in event listing in HRmatters newsletter	X	
Complimentary registrations	2	1

HOLIDAY MIX & MINGLE

Date: December 2023
Format: Networking event
Expected audience: CPHR Manitoba members and partners

Sponsor Benefit	Presenting Sponsor \$1,000	Partner Sponsor \$500
Opportunity to welcome attendees	X	
Opportunity to set up display table during event	X	
Opportunity to place signage in meeting room (i.e. company banner or similar signage approved by CPHR Manitoba)	X	X
Logo on event registration webpage	X	X
Registrations to the event	2	2

SPECIAL MEMBERSHIP MEETINGS

Date: May 2024

Format: Luncheon

Expected audience: CPHR Manitoba members

Held annually each spring, our Special Membership Meetings provide an opportunity to give our members an update on the activities of the association and provide an update on our Strategic Plan. Three meetings are held annually, one in Winnipeg, and one in each of our Pembina Valley and Westman Chapters.

Sponsorship of the Special Membership meetings includes the benefits listed to the right for each of the three meetings.

Sponsor Benefit	Presenting Sponsor \$1,000	Partner Sponsor \$500
Opportunity to welcome attendees	X	
Opportunity to place signage in meeting room (i.e. company banner or similar signage approved by CPHR Manitoba)	X	
Logo on event registration webpage	X	X
Registrations to each event	2	2

SPONSOR LEVERAGING

CPHR Manitoba recommends all sponsors leverage their sponsorship in order to maximize their Return on Investment (ROI). We recommend pursuing additional leveraging opportunities and would be happy to discuss ideas with you to help ensure maximum ROI. These opportunities must be discussed with CPHR Manitoba far in advance of the sponsored event in order to ensure sufficient time to activate.

In addition to the opportunities outlined in this document, we are happy to create customized opportunities that address your company's specific marketing strategy. Contact us today to discuss how we can partner with your company.

ADVERTISING WITH CPHR MANITOBA

Advertising with CPHR Manitoba is an excellent and affordable way of effectively reaching over 1,600 HR professionals in Manitoba. CPHR Manitoba offers a number of options to market your HR services, events, and products. Consider the various advertising opportunities listed below and pick those that will best meet your business needs.

DEDICATED E-BLAST

A dedicated e-blast is an email advertisement sent to all CPHR Manitoba members from CPHR Manitoba on your behalf. With an open rate averaging 40% (double industry average), advertising with a dedicated e-blast to members is a great way to connect with HR professionals. These can be used to promote upcoming trainings or events, a product or a service. E-blasts are very popular and are limited in availability, so planning far in advance will be required.

Investment

Pre-Approved for CPD Partners – \$950 + GST

Members – \$1,150 + GST

Non-members – \$1,750 + GST

We are pleased to partner with MediaEdge on the sale of advertising in our Weekly HR Matters newsletter, HR Matters Magazine and website advertising.

WEEKLY HRMATTERS* – MEDIAEDGE DIGITAL

Promote your event, job opening, or organization in CPHR Manitoba's most-read publication. Limited available ad space makes each position exclusive. Change artwork monthly at no additional cost to promote time-sensitive offers and events.

HRMATTERS MAGAZINE* – MEDIAEDGE

Published twice per year, HRmatters keeps HR professionals informed about the industry's trends, changes, and issues. Ad space is available for purchase in both the printed and digital versions.

WEBSITE ADVERTISING – MEDIAEDGE

Leaderboard and Big Box ads are available.

*See Media Planner on our website for more details.

CAREER CENTRE

Looking to hire top HR talent?
Advertise at **careers.cphrmb.ca**.
As an added bonus, new postings are shared in our weekly newsletter.

PRE-APPROVED FOR CPD PROGRAM

To further support Continued Professional Development needs of our growing population of Chartered Professionals in Human Resources (CPHRs), and in recognition of the quality of some of the HR professional development programs offered throughout Manitoba, we are proud to offer the Pre approved for CPD Program. Licences are granted for events and programs individually on an annual basis and are not dependent on the number of offerings of the program throughout the year.

Program partners also receive:

- Discounted rate on dedicated e-blasts
- Inclusion on our Pre-Approved for CPD program webpage
- Inclusion in our once per month eblast to members promoting upcoming partner events.

Attaching the endorsement seal to your marketing materials will provide you with:

- the ability to enhance your marketing to CPHR Manitoba members
- increased recognition for the quality of your offering
- the ability to guarantee CPD hours to CPHRs

The endorsement seal may be used on your organization’s website in locations where a licenced program is being promoted, on collateral materials promoting the licenced program and other instances as approved by CPHR Manitoba.

For more information on the Pre-approved for CPD Program, visit cphrmb.ca/page/preapprovedCPD

Length of program (or special event)	Annual licence fee (add GST)
Annual licence fee	\$500 + GST per event/program
Over 10 programs	Contact CPHR Manitoba to discuss options



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