The Power of SPONSORSHIP

Establish CONNECTIONS

Build Your BRAND

Enhance RELATIONSHIPS

2018 Business Partner Opportunities
PHRA has a robust and diverse membership representing 1250+ HR Professionals at all levels across 800+ companies.

There’s a good chance your competition is showcased at one of our events. If you’re not present, they will reap the benefits!
To Our Resource PARTNERS:

Dear Business Partner,

The Pittsburgh Human Resources Association (PHRA) is dedicated to growing the skills and knowledge of HR professionals, developing business acumen and leadership capacity in our members, and leading in the development of best-in-class workforce and workplaces in the Greater Pittsburgh area.

PHRA’s 1,300+ members include HR professionals and HR-related resource partners that represent more than 800 large and small organizations in the Pittsburgh area, range in experience from entry to executive level, and vary in practice from specialist to generalist roles.

PHRA values and understands the key role that our resource partners and professional members play in enabling us to host relevant and compelling programming. It is our goal to grow and strengthen these partnerships to ensure that our members see great value in learning about the latest and most innovative HR trends and services.

Allow us to strategically collaborate and create customized membership packages which will help your organization meet their professional development goals.

Building Pittsburgh leaders is our business, one member at a time.

Sincerely,

Elizabeth Lamping
Executive Director
LLamping@PittsburghHRA.org
PHRA’s membership base reflects HR professionals working in diverse industries, located throughout the region, and represent 800+ large and small organizations alike. More than 85% of our members are HR practitioners/leaders, and the remaining 15% are independent consultants, or support the HR profession. With a diverse membership of HR Leaders, we are a great place to grow and do business.

### Job Titles Specific to HR Academy
(numbers are based on 1271 members):

- 30% are HR Managers
- 20% are HR Executives (Decision Makers/VPs/C-Suite)
- 20% are HR Directors
- 10% are Business Partners
- 5% are HR Generalists
- 5% are HR Coordinators
- 5% are Recruiters
- 5% Other

### Company Size
(based on 1271 members):

- About 28% of our membership work for companies with less than 100 employees
- 18% work for companies with 100-499 employees
- 8% work for companies with 500-999 employees
- 9% work for companies with 1,000-2,499 employees
- About 9% of our membership work for companies with 2,500-4,999 employees
- 19% work for companies with 5,000-9,999 employees
- Over 9% of our members work for companies with 10,000 or more employees

### Member Industries

- 10% Healthcare
- 12% Financial Services
- 9% Higher Education
- 12% Energy/Utilities
- 20% Manufacturing
- 13% Insurance/Financial
- 3% Government
- 10% Consultants
- 10% HR Service Providers
There is nothing wrong with getting the most bang from your sponsorship dollars, and doing so helps the organization you are supporting. You paid the money. Now, what can you do to get the most out of your sponsorship?

1. Set clear expectations when you commit. What level of sponsorship are you purchasing, and exactly what will you receive in return? Will you receive logo recognition, or name only? How and where will your brand be displayed? in advertisements? hot linked on a website? a banner at the event? How many complimentary tickets will you receive? You need to know these things before you can take full advantage of your sponsorship.

2. Look for exposure opportunities that go beyond just what’s offered up front. Ask the event organizer if they need promotional giveaways, goodie bags, door prizes, or silent auction items. This will get your name in front of more people, and helps the organization as well.

3. Organizers view attendance as a key measure of the event’s success, second only to how much money it generated. Make sure you promote the event within your business, and not just at the owner or management level. Your employees will be proud that you are supporting a worthy cause, and the organization you are supporting will always appreciate more attendees. Ask if there’s a way to get discounted tickets in addition to those included with your sponsorship.

4. At the event, have your team wear their nametags and appropriate logo wear. If possible, don’t seat all your attendees at the same table. Tell them to spread out so more people are aware of your support. This has the added benefit of offering networking opportunities for your people.

5. For most nonprofits the week of the big annual fundraiser is the most demanding time of the year. Ask if your business can provide volunteers to help out before or during the event. In return, you will create more goodwill, and increase your visibility.

6. Protect your brand. Keep your banner clean and flat, with no tatters or tears, and with enough grommets so that it hangs straight from any wall or suspension system. It’s good to have banners in several different sizes, as some venues offer limited (or unlimited) room for display. Make sure the logo file you provide is high resolution – you don’t want your logo to look pixelated when it’s blown up on a projector.

7. Publicize the event on your website and with your employees and customers. Hang up a flyer in your store or office, and offer to sell tickets. These are all ways to draw attention to your support for the cause and foster affinity with people who are important to you.

8. If you don’t plan to use all your tickets, tell the event organizers as soon as possible. If there’s a meal, they need to give the caterer a head count often a week or more in advance. Or ask to ‘donate back’ your tickets for other attendees, perhaps awardees, which helps the organization cover costs.

9. After the event, ask for a summary of your benefits. Did the organizers do everything they promised? Did your logo get any hits on their webpage? Information like this helps you manage who saw your brand and make comparisons with other sponsorship opportunities out there.

10. If you are dissatisfied, tell someone. Many nonprofits rely on volunteers to help with events, and things can get lost in the frenzy leading up to a big event. Most nonprofits are small enough that you can bring your concern directly to the attention of an executive director or program manager. It might have happened to others too, and the organization can’t address the problem unless it’s aware of it.
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2018 Business Partner Opportunities
Signature Event Sponsor Opportunities

The work done in any organization grows from the conversations and efforts of people outside of an individual’s immediate sphere. The opportunities to promote yourself as a professional stems from the relationships we have built. PHRA’s Signature Events & Networking opportunities expands professional boundaries and provides you with the opportunity to connect and share with HR professionals around the greater Pittsburgh region.

Gold Signature Event Sponsor - $12,000

- Prominent Logo recognition at all association events on main signs, sponsor lists, and programs
- Ad displayed prominently on the homepage of the website (with click through)
- Ad displayed prominently in the weekly update
- 10 PHRA Memberships
- 12 dedicated e-blasts during the year
- 1 Year vendor directory posting
- Verbal recognition at all signature events
- Ability to provide literature/giveaways at each signature event (sponsor supplied)
- Post-event attendee list for all events (excluding emails)
- 3 free passes to all networking meet and greets
- Tee Box Recognition at the Golf and Bocce outing and 1 Golf Foursome
- Gold sponsor package for the Annual Conference and Exhibition
- Gold Sponsor of Engaging Pittsburgh
- 2 Holiday Party Registrations
Silver Signature Event Sponsor - $9,000

- Prominent Logo recognition at all association events on main signs, sponsor lists, and programs
- Ad displayed prominently on the homepage of the website (with click through)
- Ad displayed prominently in the weekly update
- 5 PHRA Memberships
- 6 dedicated e-blasts during the year
- 1 Year vendor directory posting
- Verbal recognition at all signature events
- Ability to provide literature/giveaways at each signature event (sponsor supplied)
- Post-event attendee list for all events (excluding emails)
- 2 free passes to all networking meet and greets
- Tee Box Recognition at the Golf and Bocce outing and 1 Golf Foursome
- Silver sponsor package for the Annual Conference and Exhibition
- Silver Sponsor of Engaging Pittsburgh
- 2 Holiday Party Registrations
Signature Event Sponsor Opportunities

Bronze Signature Event Sponsor - $6,000

- Prominent Logo recognition at all association events on main signs, sponsor lists, and programs
- Ad displayed prominently on the homepage of the website (with click through)
- Ad displayed prominently in the weekly update
- 3 PHRA Memberships
- 3 dedicated e-blasts during the year
- 1 Year vendor directory posting
- Verbal recognition at all signature events
- Ability to provide literature/giveaways at each signature event (sponsor supplied)
- Post-event attendee list for all events (excluding emails)
- 2 free passes to all networking meet and greets
- Tee Box Recognition at the Golf and Bocce outing and 1 Golf Foursome
- Bronze sponsor package for the Annual Conference and Exhibition
- Bronze Sponsor of Engaging Pittsburgh
Held every fall, more than 400+ HR professionals come together yearly to hear inspiring perspectives and proven solutions from leading HR experts. Our two-day event allows HR practitioners and business leaders to participate in a conference & exhibition hall that brings together thought-provoking keynotes, relevant concurrent sessions and useful resource partners.

### Annual Conference & Exhibition

**Platinum Sponsor - $4,500**
- Company logo on choice of PLATINUM Item (list provided by PHRA)
- (2) 6x6 ft. space with prime entrance spot reserved includes draped table and 2 chairs
- Five (5) Full Conference registrations and Two (2) Exhibit Hall only Staff Passes
- Full-page Conference Brochure Ad
- Banner Ad on PHRA Home Page
- Company logo on signage and PowerPoint display
- Two pre-event email blasts prepared by the sponsor to over 1,100 PHRA mailing list members
- Company logo and 50-word description in program book
- Logo and Recognition on PHRA website and pre- and post- conference publicity
- Post conference mailing list of all attendees
- Company literature included in attendee conference bags

**Gold Sponsor - $3,500**
- Company logo on choice of GOLD Item (list provided by PHRA)
- 6x6 ft. space with priority selection on first-come basis, includes draped table and 2 chairs
- Four (4) Full Conference registrations and Two (2) Exhibit Hall only Staff Passes
- Full-page Ad in Program Guide
- Company logo on signage and PowerPoint display
- One pre-event email blasts prepared by the sponsor to over 1,100 PHRA mailing list members
- Company logo and 50-word description in program book
- Logo and Recognition on PHRA website and pre- and post- conference publicity
- Post conference mailing list of all attendees
- Company literature included in attendee conference bags

**Silver Sponsor - $3,000**
- Company logo on choice from list of SILVER item (list provided by PHRA)
- 6x6 ft. space with priority selection on first-come basis, includes draped table and 2 chairs
- Three (3) Full Conference registrations and Two (2) Exhibit hall only Staff Passes
- Half-page Ad in Program Guide
- Company logo on signage and PowerPoint display
- Company logo and 50-word description in program book
- Logo and Recognition on PHRA website and pre- and post- conference publicity
- Post conference mailing list of all attendees
- Company literature included in attendee conference bags

**Bronze Sponsor - $2,500**
- Signage and Recognition for sponsoring one of the meal or break functions
- 6x6 ft. space with priority selection on first-come basis, includes draped table and 2 chairs
- Two (2) Full Conference registrations and Two (2) Exhibit Hall only Staff Passes
- Quarter-page Ad in Program Guide
- Company logo on signage and PowerPoint display
- Company logo and 50-word description in program book
- Logo and Recognition on PHRA website and pre- and post- conference publicity
- Post conference mailing list of all attendees
- Company literature included in attendee conference bags
Conference Tote Bags - $4,500

- Many attendees take these tote bags home and use them for many years to come creating a lasting impact featuring your company logo.
- Company name and logo will appear on the totes that will be distributed to all conference attendees.
- Company literature included in attendee conference bags.
- Conference Tote Bags will be produced by PHRA.
- 6x6 ft. space. Includes draped table and 2 chairs.
- Company logo and 50-word description in program book.
- Recognition on PHRA website.
- One (1) full conference registration.
- Post conference mailing list of all attendees (no emails).
- Opportunity to collect business cards and host a prize drawing at the event.

Opening Night Social - $2,500

- Welcome everyone as they enter the social with this sponsorship.
- Social sponsor will be recognized with appropriate signage and may have their company representatives welcome the attendees and provide a small gift.
- Sponsor will receive 4 tickets to the social and will have their company logo printed on one drink ticket for each attendee.
- 6x6 ft. space. Includes draped table and 2 chairs.
- Company logo and 50-word description in program book.
- Recognition on PHRA website.
- One (1) full conference registration.
- Post conference mailing list of all attendees (no emails).
- Opportunity to collect business cards and host a prize drawing at the event.

Exhibit Booth – Call for pricing (70 available)

- 6x6 ft. space. Includes draped table and 2 chairs.
- Company logo and 50-word description in program book.
- Recognition on PHRA website.
- One (1) full conference registration.
- Post conference mailing list of all attendees (no emails).
- Opportunity to collect business cards and host a prize drawing at the event.

Game Card Sponsor - $1,850

- As this exclusive sponsor your logo will be featured on the exhibitor game card that attendees will use throughout the conference.
- 6x6 ft. space. Includes draped table and 2 chairs.
- Company logo and 50-word description in program book.
- Recognition on PHRA website.
- One (1) full conference registration.
- Post conference mailing list of all attendees (no emails).
- Opportunity to collect business cards and host a prize drawing at the event.

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Exhibit Booth – Call for pricing (70 available)

- 6x6 ft. space. Includes draped table and 2 chairs.
- Company logo and 50-word description in program book.
- Recognition on PHRA website.
- One (1) full conference registration.
- Post conference mailing list of all attendees (no emails).
- Opportunity to collect business cards and host a prize drawing at the event.

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- As this exclusive sponsor your logo will be featured on the exhibitor game card that attendees will use throughout the conference.
- 6x6 ft. space. Includes draped table and 2 chairs.
- Company logo and 50-word description in program book.
- Recognition on PHRA website.
- One (1) full conference registration.
- Post conference mailing list of all attendees (no emails).
- Opportunity to collect business cards and host a prize drawing at the event.
Annual Conference & Exhibition

**Lanyard and Name Badges**
- Lanyard - $1,000
- Name Badges - $1,000
- Both - $1,500

  - Lanyards are distributed with all name badges to attendees at registration.
  - With this sponsorship everyone at the conference will be wearing your company logo on the name badges and/or lanyards.

**Pens and Notepad Sponsor**
- Official Conference Pens - $500
- Official Conference Notepads - $500
- Both - $750

  - As this exclusive sponsor you will provide your company pens and/or notepads for all attendees to use during the conference.
  - Once the conference is over, attendees will take them back to their office for future use and future exposure for your company.

**Patron Package - $500**

  - Company literature included in attendee conference bags OR
  - Company logo item can be distributed to attendees (you provide the item)

**Break-out session Sponsor - $200**
(10 Available)

  - Logo shown before the breakout session.
  - Ability to hand out material at each breakout session.
  - Post-conference mailing list of all attendees. (no emails)

**Conference Brochure Ads**

All ad insertion orders and artwork MUST be received by August 15, 2018.

Due to the size and the other content in the brochure, specific size ads will be available on a first-come, first-serve basis.

Please be aware that the ad size you select may not be available and PHRA will contact you to discuss remaining options.

<table>
<thead>
<tr>
<th>Placements</th>
<th>Trim</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>8.5&quot; x 11&quot;</td>
<td>$600</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>8.5&quot; x 11&quot;</td>
<td>$575</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>8.5&quot; x 11&quot;</td>
<td>$575</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5&quot; x 11&quot;</td>
<td>$400</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.915&quot; x 5.063&quot;</td>
<td>$250</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.833&quot; x 10.275&quot;</td>
<td>$250</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.833&quot; x 5.063&quot;</td>
<td>$150</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3.833&quot; x 2.407&quot;</td>
<td>$75</td>
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</table>
HR Academy  MEETING THE NEEDS OF ALL HR PROFESSIONALS IN OUR REGION

A one-day conference designed to empower participants to build their own conference experience. With four tracks spanning over three professional HR levels, there is something for everyone. Topical areas for the educational tracks are selected based on the needs articulated in the bi-annual PHRA Member Opinion Survey.

Track Sponsor - $1,200
- 4 Registrations to attend the program
- Logo on program webpage with link
- Logo in event program and all pre-event promotion
- Sponsor Logo Recognition on event signage
- Post-event attendee mailing list (no emails)
- Table during all breakout session to offer literature, company info and/or giveaway
- Ability to provide all speakers for the track and or introduce all track speakers

Breakfast Sponsor - $1,000
- 4 Registrations to attend the program
- Logo on program webpage with link
- Logo in event program and all pre-event promotion
- Sponsor Logo Recognition on event signage
- Post-event attendee mailing list (no emails)
- Table during breakfast to offer literature, company info and/or giveaway
- Ability to introduce opening keynote speaker

Lunch Sponsor - $1,000
- 4 Registrations to attend the program
- Logo on program webpage with link
- Logo in event program and all pre-event promotion
- Sponsor Logo Recognition on event signage
- Post-event attendee mailing list (no emails)
- Table during lunch to offer literature, company info and/or giveaway
- Ability to run a 5 minute presentation on your company products and services during lunch

Patronage Sponsor - $300
- 1 registration to the program
- Company name on program webpage
- Company Name on event program
- Company Name on event signage
Employment Law Day

A one-day summit is designed to provide the latest legislative updates, compliance and regulatory issues, and a unique opportunity to visit with legal counsel. Participants get comprehensive, actionable programming that provides the information needed to protect their organizations and manage company risk.

**Track Sponsor - $1,000**
- 4 Registrations to attend the program
- Logo on program webpage with link
- Logo in event program and all pre-event promotion
- Sponsor Logo Recognition on event signage
- Post-event attendee mailing list (no emails)
- Table during all breakout session to offer literature, company info and/or giveaway
- Ability to provide all speakers for the track and or introduce all track speakers

**Breakfast Sponsor - $1,000**
- 4 Registrations to attend the program
- Logo on program webpage with link
- Logo in event program and all pre-event promotion
- Sponsor Logo Recognition on event signage
- Post-event attendee mailing list (no emails)
- Table during breakfast to offer literature, company info and/or giveaway
- Ability to introduce opening keynote speaker

**Lunch Sponsor - $1,000**
- 4 Registrations to attend the program
- Logo on program webpage with link
- Logo in event program and all pre-event promotion
- Sponsor Logo Recognition on event signage
- Post-event attendee mailing list (no emails)
- Table during lunch to offer literature, company info and/or giveaway
- Ability to run a 5 minute presentation on your company products and services during lunch

**Patronage Sponsor - $300**
- 1 registration to the program
- Company name on program webpage
- Company Name on event program
- Company Name on event signage
Engaging Pittsburgh has shown that strategic people investment can and will have an impact on your business results! Engaging Pittsburgh is an awards celebration dedicated to increasing regional awareness of high-performance talent management and engagement practices. PHRA collaborates with a wide range of business and community leaders to identify outstanding practices and coordinate educational outreach and support for the initiative.

<table>
<thead>
<tr>
<th>Premier Sponsor - $3,000 (3 available)</th>
<th>Diamond Sponsor - $1,500 (3 Available)</th>
<th>Gold Sponsor - $1,000 (3 Available)</th>
<th>Silver Sponsor - $500 (5 Available)</th>
<th>Entertainment Sponsor - $500 (2 available)</th>
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<tbody>
<tr>
<td>• Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage</td>
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<tr>
<td>• Company Acknowledgment during the Awards</td>
<td>• Company Acknowledgment during the Awards</td>
<td>• Company Acknowledgment during the Awards</td>
<td>• Sponsorship of event desserts</td>
<td>• Sponsorship of event desserts</td>
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<tr>
<td>• Logo prominently displayed on the finalist awards</td>
<td>• Table Sponsorship for eight people</td>
<td>• Table Sponsorship for eight people</td>
<td>• Sponsorship for two people to attend the Awards program</td>
<td>• Sponsorship for two people to attend the Awards program</td>
</tr>
<tr>
<td>• Table Sponsorship for eight people</td>
<td>• Shout-outs recognizing your company on social media platforms (Twitter, Facebook)</td>
<td>• Shout-outs recognizing your company on social media platforms (Twitter, Facebook)</td>
<td>• Sponsorship for four people to attend the event</td>
<td>• Sponsorship for four people to attend the event</td>
</tr>
<tr>
<td>• Full page ad in event program</td>
<td>• Feature an article in PHRA’s bi-monthly publication Perspectives</td>
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<td>• Sponsor listing on signage at the Awards</td>
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</tr>
<tr>
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Golf & Bocce

Golf & Bocce proves to continually provide great networking opportunities among peers, vendors, and customers. One of PHRA’s best-attended events with 130 attendees each year, this event is held in the early summer and is a great way to mingle with familiar acquaintances and connect with new business contacts.

Bocce Tournament Sponsor - $500 (4 Available)
- Six Bocce registrations
- Company name and logo on event signage in prominent location on Bocce court
- Recognition in event program
- Bocce court beverage station sponsorship with 2 drink tickets per player
- List of all Bocce participants with contact information (no emails)
- Distribution of handout on shared display table during registration and cocktail hour
- Recognition on all pre and post event promotion (web and print)
- Verbal recognition at event, reserved seating at meal functions.

Golf Tournament Sponsor - $1,200 (2 Available)
- One Golf Foursome
- Company name and logo on event signage
- Recognition in event program, two “manned” Tee-Box sponsors with signage at preferred locations (includes ability to greet golfers with “giveaways” all day)
- Two dinner only registrations
- List of all golf participants with contact information (no emails)
- Distribution of handout on shared display table during registration and cocktail hour
- Recognition on all pre and post event promotion (web and print)
- Verbal recognition at event, reserved seating at meal functions.

Food Sponsor - $1,000 (2 Available)
- One Golf Foursome
- 2 Bocce court registrations
- Logo on Event web pages with click through
- Logo on all pre-event promotion (electronic & print)
- Logo on all event programs (if applicable)
- Company name and logo on event signage in prominent location
- Recognition in event program
- One Tee Box sponsorship preferred location
- List of all golf participants with contact information (no emails)
- Distribution of handout on shared display table during registration and cocktail hour
- Recognition in pre and post event promotion
- Verbal recognition at event, reserved seating at meal functions.

Beverage Cart Sponsor - $750 (2 Available)
- Logo on Event web pages with click through
- Logo on all pre-event promotion (electronic & print)
- Company logo signage on one beverage cart
- Distribution of beverages to golfers
- Distribution of giveaway item from golf cart (provided by sponsor)
- Two dinner only registrations
- Verbal recognition at event, reserved seating at meal functions.

Tee-Box Sponsor - $400 (18 Available)
- Company name on sign at Tee
- Opportunity to meet and greet players at designated holes and distribute giveaway at designated hole (provided by sponsor)
- 2 Bocce court registrations
- Name on Event web pages with click through
- Name on event programs (if applicable)
- Recognition on event signage
- Ability to provide literature and giveaways at the event
- Recognition on event signage
- Verbal recognition at event, reserved seating at meal functions.
Rockin’ HR

Rockin’ HR is a high-energy idea forum designed to inform and empower executives, business leaders, people in the human resources field and anyone who is passionate about people, strategy and talent.

During these fast-paced, fun, and entertaining sessions, presenters have 20 slides that auto advance every 15 seconds, for a total of five minutes. It is a showcase of talks that might be bold, possibly harsh, and maybe even brilliant – But Always Rockin’!

Premier Rockin’ Sponsor - $1,000.00
- 8 registrations to attend the program
- Logo on program webpage with link
- Logo in event program and all pre-event promotion
- Sponsor logo recognition on event signage
- Post-event attendee mailing list (no emails)
- Table during the show to offer literature, company info and/or giveaway
- Ability to provide a 3-minute overview of your company’s products and services prior to introducing the master of ceremonies
- Ability to provide the track attendees handouts/information on your products and services.

Gold Sponsor - $500.00
- 4 registrations to attend the program
- Logo on program webpage with link
- Logo in event program and all pre-event promotion
- Sponsor logo recognition on event signage
- Post-event attendee mailing list (no emails)
- Table during the show to offer literature, company info and/or giveaway
- Ability to provide a 1-minute overview of your company’s products and services prior to introducing 1 of the 8 rockin’ speakers.
- Ability to provide the track attendees handouts/information on your products and services.

Patronage Sponsor – $250.00
- 2 registration to the program
- Logo on program webpage with link
- Logo in event program and all pre-event promotion
- Sponsor logo recognition on event signage
- Post-event attendee mailing list (no emails)
- Ability to provide a 30- second overview of your company’s products and services prior to introducing 1 of the 8 rockin’ speakers.
- Ability to provide the track attendees handouts/information on your products and services.
Advertising Opportunities

In addition to regular event sponsorship opportunities, PHRA provides advertising opportunities with our thriving HR community - build brand awareness for your organization! If you don't advertise with us .... Your competition will!!

<table>
<thead>
<tr>
<th>Vendor Directory of Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you need a local resource for employee wellness programs? PHRA’s Vendor Directory of Services can help. The PHRA Vendor Directory is a searchable, on-line tool for product and service referrals within the field of HR available to both members and non-members. The directory lists company and contact information of vendors focused on HR product and service specialization. Listings are accessible to anyone and may be searched by the product/service category.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Basic Listing Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Good for 12 months upon submission)</td>
</tr>
<tr>
<td>$100 for members / $175 for non-members.</td>
</tr>
<tr>
<td>• 50-word description of your company’s products and services including the contact name and phone number listed in two product categories.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Enhanced Listing Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Good for 12 months upon submission)</td>
</tr>
<tr>
<td>$175 for members / $225 for non members.</td>
</tr>
<tr>
<td>• Company logo up to 200 pixels wide by 100 pixels high in a JPG format</td>
</tr>
<tr>
<td>• Live link to web site or email address</td>
</tr>
<tr>
<td>• Up to a 250 word description of your company’s products and services including key contact information address, phone, fax, and website or email included in two product categories.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sponsor Content E-Mail Blast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share your event, product or service by sponsoring a dedicated “sponsor content” message. PHRA will send an email on behalf of your organization.</td>
</tr>
<tr>
<td>Sponsor Content Email Blast (member price): $695</td>
</tr>
<tr>
<td>Sponsor Content Email Blast (non-member): $900</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bi-Monthly Perspectives Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHRA’s members-only Perspectives Newsletter provides timely and relevant legislative and legal updates, members-only editorial content, and other important news specifically targeted to our members.</td>
</tr>
<tr>
<td>• Full Page $700</td>
</tr>
<tr>
<td>• 1/2 Page $575</td>
</tr>
<tr>
<td>• 1/4 Page $250</td>
</tr>
<tr>
<td>• 1/8 Page $200</td>
</tr>
<tr>
<td>• 1/16 Page $145</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weekly eCommunication Meeting Announcement or Advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create an eye-catching company advertisement with either a 100-word description of your company, product, or services and a graphic with link (specifications to be provided).</td>
</tr>
<tr>
<td>Announcement: $250</td>
</tr>
<tr>
<td>Additional placements (same announcement): $200 each</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website Banner Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show your support and gain visibility for your brand by placing your ad directly on the PHRA website’s home page.</td>
</tr>
<tr>
<td>• 12 months $2,250</td>
</tr>
<tr>
<td>• 6 months $1,650</td>
</tr>
<tr>
<td>• 3 months $850</td>
</tr>
<tr>
<td>• 1 month $300</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mailing List Rental</th>
</tr>
</thead>
<tbody>
<tr>
<td>With so many advertising messages online, these days an “old school” mailer can stand out and have a significant impact! PHRA provides our mail list to a bonded mail house.</td>
</tr>
<tr>
<td>• 1-time use: $600</td>
</tr>
</tbody>
</table>
Corporate Memberships

We offer special corporate partnerships for organizations with five (5) or more HR Professionals. See the money-saving discounts below available exclusively for corporate plan members.

*Available to all “for profit” and “not-for-profit” employers/organizations that have more than five (5) employees engaged in the professional aspects of human resources. To be eligible for Corporate Partnership discounts all names must be presented together on the same invoice. Memberships can be added throughout the year with a prorated fee to keep the membership bundle renewal date consistent.

<table>
<thead>
<tr>
<th>Corporate Partnership Level</th>
<th>Description</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>Register 5-9 yearly Professional Memberships at the basic yearly dues rate</td>
<td>10%</td>
</tr>
<tr>
<td>Silver</td>
<td>Register 10-15 yearly Professional Memberships at the basic yearly dues rate</td>
<td>15%</td>
</tr>
<tr>
<td>Gold</td>
<td>Register 16-20 yearly Professional Memberships at the basic yearly dues rate</td>
<td>25%</td>
</tr>
<tr>
<td>Platinum</td>
<td>Register 21+ yearly Professional Memberships at the basic yearly dues rate</td>
<td>40%</td>
</tr>
</tbody>
</table>

Includes yearlong corporate marketing at all of our Signature Events!!!