The Power of SPONSORSHIP

Establish CONNECTIONS

Build Your BRAND

Enhance RELATIONSHIPS

Business Partner Opportunities
PHRA has a robust and diverse membership representing 1300 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!
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 1300+ 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

To Our Resource PARTNERS:

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.
How to make the most of your sponsorship!

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 a culture 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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Business Partner 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
- Standard Conference Package for the Annual Conference & Exhibition
- Gold Sponsor of Engaging Pittsburgh
- 2 Holiday Party Registrations
Silver Signature Event Sponsor - $8,000

- 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
- Standard Conference Package for the Annual Conference & Exhibition
- Silver Sponsor of Engaging Pittsburgh
- 2 Holiday Party Registrations
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
- Standard Conference Package for the Annual Conference & Exhibition
- Bronze Sponsor of Engaging Pittsburgh
Annual Conference & Exhibition

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.

Featured Conference Sponsorship Package - $2,300

- One (1) Exhibitor Tabletop (6-foot table). Location selected on a first come, first served basis.
- Two (2) chairs and standard carpet
- Two (2) full conference registration
- One (1) reduced conference ticket rate for additional booth staff
- Optional participation in the exhibitor prize drawing on day two.
- Company logo in the conference business partner listing
- Access to the attendee list including name and mailing address.

Add on a quarter page ad OR one company supplied item in the conference bag for just $150/$250!

Conference Bag Sponsor
$4,200/$4,300 (1 Available)

This add-on item includes:
- All benefits of the Featured Conference Sponsorship Package +
- Your company logo on over 500 tote bags that will be distributed to all conference attendees
- Company literature included in attendee conference bags
- Recognition on PHRA website

Keynote Speaker Sponsor
$3,200/$3,300 (3 Available)

This add-on item includes:
- All benefits of the Featured Conference Sponsorship Package +
- Podium time during welcome address of the conference
- Company representative to introduce keynote speaker - a prime speaking opportunity in front of the entire conference audience!
- VIP seating during the Keynote Presentation
- Premier exhibit area location for your exhibitor tabletop (6-foot table)
- One (1) full page color ad in conference program
- Two (2) Additional Full Conference Tickets
- One (1) company supplied item in conference tote bags
- Recognition on PHRA website

Wi-fi Sponsor
$3,200/$3,300 (1 Available)

This add-on item includes:
- Provides Wi-Fi for all conference attendees
- our company logo on all Wi-Fi password signage
- Company recognition of Wi-Fi sponsorship in the program booklet
- Premier exhibit area location for your exhibitor tabletop (6-foot table)
- One (1) company supplied item in conference tote bags
- One (1) half-page color ad in conference program booklet
- Two (2) Additional Full Conference Tickets
- Recognition on PHRA website

Featured Package Add-On Items – Maximize Your Exposure

*with all add-on purchases the sponsor logo will be highlighted on the conference event web page viewed by over 2,000 HR professionals per month!

*Member/ Non-Member Pricing
Closing Keynote Sponsor
$3,200/$3,300 (1 Available)
This add-on item includes:
• Podium time during closing session of the conference + your company representative introduces closing session speaker (this is a prime speaking opportunity in front of the entire conference)
• Ability to provide signage for room during closing session presentation
• Premier exhibit area location for your exhibitor tabletop (6-foot table)
• One (1) half-page color ad in conference program booklet
• Two (2) Additional Full Conference Tickets
• Recognition on PHRA website

Breakfast & Coffee Sponsor
$3,200/$3,300 (2 Available)
This add-on item includes:
• Welcome everyone as they enter the social with this sponsorship
• Company recognition with signage at the social
• Company representatives may welcome the attendees and provide a small gift as they enter the social
• Four (4) complimentary tickets to the social
• Your company logo on one drink ticket for each attendee
• Recognition on PHRA website

Opening Night Social Sponsor
$3,200/$3,300 (1 Available)
This add-on item includes:
• Welcome everyone as they enter the social with this sponsorship
• Company recognition with signage at the social
• Company representatives may welcome the attendees and provide a small gift as they enter the social
• Four (4) complimentary tickets to the social
• Your company logo on one drink ticket for each attendee
• Recognition on PHRA website

Refreshment Sponsor
$3,000/$3,100 (1 Available)
This add-on item includes:
• Snack items provided to attendees during breaks
• Logo recognition during breaks with food and beverage
• One (1) company supplied item in conference tote bags
• Premier Location for Exhibitor tabletop (6 ft table) in exhibitor area
• One (1) quarter-page color ad in conference program booklet
• Two (2) Additional Full Conference Tickets
• Recognition on PHRA website

*Member/Non-Member Pricing
Annual Conference & Exhibition

Game Card Sponsor
$3,000/$3,100 (1 Available)
This add-on item includes:
• Your company logo featured on the exhibitor game card that attendees will use throughout the conference
• Recognition on PHRA website

Pens & Notepad Sponsor
$3,000/$3,100 (1 Available)
This add-on item includes:
• 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, furthering your company’s exposure
• Sponsor provides the pens/notepads
• One (1) company supplied item in conference tote bags
• Premier Location for Exhibitor tabletop (6ft table) in exhibitor area
• One (1) quarter-page color ad in conference program booklet
• One (1) Additional Full Conference Tickets
• Recognition on PHRA website

Lanyard Sponsor
Featured Conference Sponsorship Package +$1000/$1100 (1 Available)
This add-on item includes:
• Your company logo printed on all conference lanyards
• All attendees receive a lanyard with their name badge during registration
• One (1) company supplied item in conference tote bags
• Premier Location for Exhibitor tabletop (6ft table) in exhibitor area
• One (1) quarter-page color ad in conference program booklet
• One (1) Additional Full Conference Tickets
• Recognition on PHRA website

Patron Sponsor
(10 Available) $600/$700
This add-on item includes:
• Your company logo featured on the exhibitor game card that attendees will use throughout the conference
• Recognition on PHRA website

Conference Brochure Ads
All ad insertion orders and artwork MUST be received by August 15, 2019.
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.

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<tr>
<th>Placements</th>
<th>Trim</th>
<th>Price</th>
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<tr>
<td>Back Cover</td>
<td>8.5” x 11”</td>
<td>$600/$700</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>8.5” x 11”</td>
<td>$575/$675</td>
</tr>
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<td>Inside Front Cover</td>
<td>8.5” x 11”</td>
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<td>Full Page</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>7.915” x 5.063”</td>
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</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.833” x 10.275”</td>
<td>$250/$350</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.833” x 5.063”</td>
<td>$150/$250</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3.833” x 2.407”</td>
<td>$75/$175</td>
</tr>
</tbody>
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*Member/Non-Member Pricing
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 - $1,000
- 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

### 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

### Snack Sponsor - $800
- 2 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

### 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

### Snack Sponsor - $800
- 2 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

### Patronage Sponsor - $300
- 1 Registration to the program
- Company Name on event program
- Company Name on event signage

### 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

### 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

### 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

### Name badge Sponsor - $800
- Your company logo printed on all attendee nametags.
- One (1) quarter-page color ad in Perspectives (PHRA’s bi-monthly newsletter) for one (1) year.
- Two (2) Full Conference Tickets.
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage
- Recognition on PHRA website.

### Pens & Notepad Sponsor - $800
- 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, furthering your company’s exposure
- Sponsor provides the pens/notepads.
- One (1) quarter-page color ad in Perspectives (PHRA’s bi-monthly newsletter) for one (1) year.
- Two (2) Full Conference Tickets.
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage
- Recognition on PHRA website.

### Name badge Sponsor - $800
- Your company logo printed on all attendee nametags.
- One (1) quarter-page color ad in Perspectives (PHRA’s bi-monthly newsletter) for one (1) year.
- Two (2) Full Conference Tickets.
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage
- Recognition on PHRA website.
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 - $1000
- 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 of er literature, company info and/or giveaway
- Ability to provide all speakers for the track and or introduce all track speakers

Breakfast Sponsor - $1000
- 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 of er literature, company info and/or giveaway
- Ability to introduce opening keynote speaker

Lunch Sponsor - $1000
- 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 of er literature, company info and/or giveaway
- Ability to run a 5 minute presentation on your company products and services during lunch

Snack Sponsor - $800
- 2 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 of er literature, company info and/or giveaway
- Ability to introduce opening keynote speaker

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

Pens & Notepad Sponsor - $800
- 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 of ce, furthering your company’s exposure
- Sponsor provides the pens/notepads.
- One (1) quarter-page color ad in Perspectives (PHRA’s bi-monthly newsletter) for one (1) year.
- Two (2) Full Conference Tickets.
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage
- Recognition on PHRA website.

Name badge Sponsor - $800
- Your company logo printed on all attendee nametags.
- One (1) quarter-page color ad in Perspectives (PHRA’s bi-monthly newsletter) for one (1) year.
- Two (2) Full Conference Tickets.
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage
- Recognition on PHRA website.
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.

Premier Sponsor - $3,000 (2 available)
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage
- Prominent logo recognition on the finalist awards and certificates
- Company acknowledgment during the Awards
- Prominent table location for 8 guests
- Full page ad in event program
- Shout-outs recognizing your company on social media platforms (Twitter, Facebook)
  - Shout-outs supplied by the sponsor to be published by PHRA on our social media channels
  - Featured article in PHRA’s bi-monthly publication Perspectives
  - One dedicated e-blast PHRA members - following the PHRA guidelines

Diamond Sponsor - $1,500 (3 Available)
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage
- Company acknowledgment during the Awards
- Table Sponsorship for eight people
- Shout-outs recognizing your company on social media platforms (Twitter, Facebook)
  - Feature an article in PHRA’s bi-monthly publication Perspectives
  - One dedicated e-blast PHRA members - following the PHRA guidelines

Gold Sponsor - $1,000 (3 Available)
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage
- Sponsorship of event desserts
- Signage as the dessert sponsor at the tables
- Sponsorship for four people to attend the event

Silver Sponsor - $500 (5 Available)
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage
- Sponsorship of entertainment, per recommendations of the PHRA.
- One (1) quarter-page color ad in Perspectives (PHRA’s bi-monthly newsletter) for one (1) year.
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage.
- Recognition on PHRA website.

Entertainment Sponsor - $500 (2 available)
- Sponsorship one person to attend the Awards program.
- Sponsorship of entertainment, per recommendations of the PHRA.
- One (1) quarter-page color ad in Perspectives (PHRA’s bi-monthly newsletter) for one (1) year.
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage.
- Recognition on PHRA website.

Candy Bar Sponsor - $800
- Your company logo printed on all attendee Oscar “candy bars”
- One (1) quarter-page color ad in Perspectives (PHRA’s bi-monthly newsletter) for one (1) year.
- Two (2) Tickets to the Awards Ceremony.
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage.
- Recognition on PHRA website.
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.

<table>
<thead>
<tr>
<th>Bocce Tournament Sponsor - $500 (4 Available)</th>
<th>Golf Tournament Sponsor - $1200 (2 Available)</th>
<th>Food Sponsor - $1000 (2 Available)</th>
<th>Name Badge Sponsor - $800</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Six Bocce registrations</td>
<td>• One Golf Foursome</td>
<td>• One Golf Foursome</td>
<td>• Your company logo printed on all attendee nametags.</td>
</tr>
<tr>
<td>• Company name and logo on event signage</td>
<td>• Company name and logo on event signage</td>
<td>• 2 Bocce court registrations</td>
<td>• One (1) quarter-page color ad in Perspectives (PHRA’s bi-monthly newsletter) for one (1) year.</td>
</tr>
<tr>
<td>• Recognition in event program</td>
<td>• Recognition in event program, two “manned” Tee-Box sponsors with signage at preferred locations (includes ability to greet golfers with “giveaways” all day)</td>
<td>• Logo on Event web pages with click through</td>
<td>• Two (2) Bocce and Dinner Tickets.</td>
</tr>
<tr>
<td>• Bocce court beverage station sponsorship with 2 drink tickets per player</td>
<td>• Two dinner only registrations</td>
<td>• Logo on all pre-event promotion (electronic &amp; print)</td>
<td>• Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage</td>
</tr>
<tr>
<td>• List of all Bocce participants with contact information (no emails)</td>
<td>• List of all golf participants with contact information (no emails)</td>
<td>• Logo on all event programs (if applicable)</td>
<td>• Recognition on PHRA website.</td>
</tr>
<tr>
<td>• Distribution of handout on shared display table during registration and cocktail hour</td>
<td>• Distribution of handout on shared display table during registration and cocktail hour</td>
<td>• Company name and logo on event signage in prominent location</td>
<td></td>
</tr>
<tr>
<td>• Recognition on all pre and post event promotion (web and print)</td>
<td>• Recognition on all pre and post event promotion (web and print)</td>
<td>• Recognition in event program</td>
<td></td>
</tr>
<tr>
<td>• Verbal recognition at event, reserved seating at meal functions.</td>
<td>• Verbal recognition at event, reserved seating at meal functions.</td>
<td>• One Tee Box sponsorship preferred location</td>
<td></td>
</tr>
</tbody>
</table>

- Food Sponsor - $1000 (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.

- Name Badge Sponsor - $800
  - Your company logo printed on all attendee nametags.
  - One (1) quarter-page color ad in Perspectives (PHRA’s bi-monthly newsletter) for one (1) year.
  - Two (2) Bocce and Dinner Tickets.
  - Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage
  - Recognition on PHRA website.
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.

### 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.

### Entertainment Sponsor - $500 (2 available)

- Sponsorship one person to attend the Awards program.
- Sponsorship of entertainment, per recommendations of the PHRA.
- One (1) quarter-page color ad in Perspectives (PHRA’s bi-monthly newsletter) for one (1) year.
- Prominent sponsor recognition will be displayed on all event-related marketing, promotional materials and event signage.
- Recognition on PHRA website.

### Tee-Box Sponsor - $400 (3 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.
- 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.
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!!

### Advertising Opportunities

**Vendor Directory of Services**

Do you need a local resource for employee wellness programs? PHRA’s 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.

**Basic Listing Package**  
(Good for 12 months upon submission)  
$300 for members / $500 for non-members.

- 50-word description of your company’s products and services including the contact name and phone number listed in two product categories.

**Enhanced Listing Package**  
(Good for 12 months upon submission)  
$100 for members / $225 for non-members.

- Company logo up to 200 pixels wide by 100 pixels high in a JPEG format.
- Live link to web site or email address.
- 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.

**Sponsor Content E-Mail Blast**

Share your event, product or service by sponsoring a dedicated “sponsor content” message. PHRA will send an email on behalf of your organization.

- Sponsor Content Email Blast (member price): $695
- Sponsor Content Email Blast (non-member): $900

**Bi-Monthly Perspectives Newsletter Sponsor Ad**

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.

- Full Page $700
- 1/2 Page $575
- 1/4 Page $250
- 1/8 Page $200
- 1/16 Page $145

**Weekly eCommunication Meeting Announcement or Advertisement**

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).

- Announcement: $250
- Additional placements (same announcement): $200 each

**Website Banner Ad**

Show your support and gain visibility for your brand by placing your ad directly on the PHRA website’s home page.

- 12 months $2,250  
- 6 months $1,650  
- 3 months $850  
- 1 month $300

**Mailing List Rental**

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.

- 1-time use: $600
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.

<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>

*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.
Business Partner Opportunities