



PARTNER PROSPECTUS



A fundamental **piece** of your
marketing strategy!

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Prospectus Contents

www.PittsburghHRA.org

03 Demographics

04 Advertising Opportunities

05 Premier Sponsor Opportunities

6-7 Conference Opportunities

8-9 Virtual Conferences
Opportunities / Mini Conferences

10 Networking Opportunities

11 HR Academy Opportunities

12 Engaging Pittsburgh
Opportunities

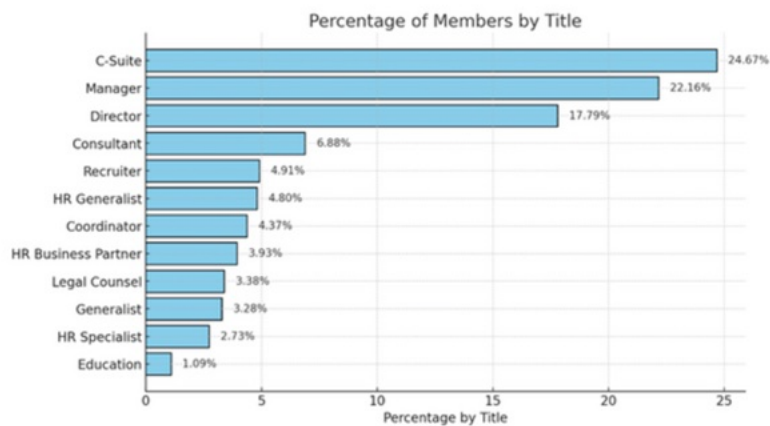
13 Golf & Bocce Opportunities

14 Employment Law &
Compliance Opportunities

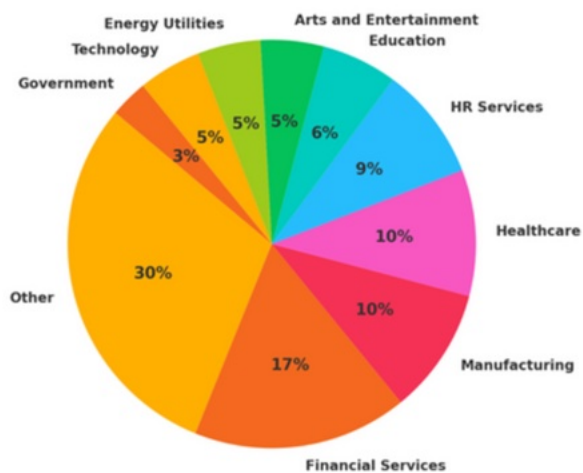
15 Corporate Memberships

Demographics

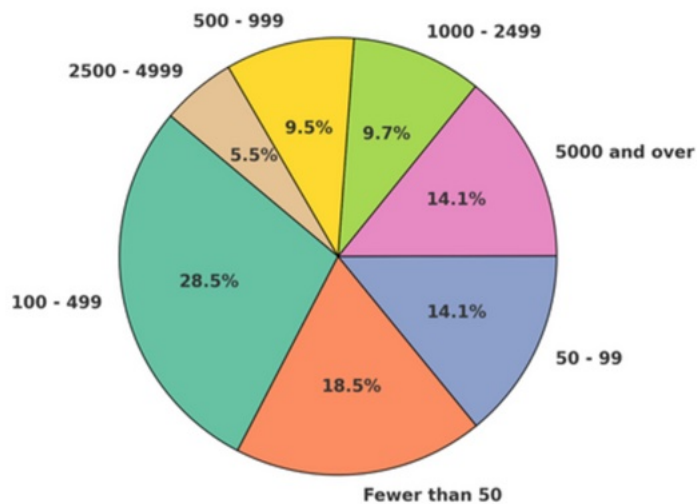
Distribution of Member Companies by Job Title



Distribution of Member Companies by Industry



Distribution of Member Companies by size





ADVERTISING OPPORTUNITIES

Connect with a thriving HR community through PHRA's advertising opportunities! With over 1,200 active members and a marketing reach of 5,500+ HR professionals, PHRA offers cost-effective ways to amplify your brand and engage decision-makers. From event sponsorships to customized advertising packages, gain targeted exposure, boost visibility, and build lasting relationships in the HR industry.

Advertising Option	Details	Price
Webinar Sponsorship	1-hour presentation; sponsor provides speaker, topic, and content (must be approved, no sales pitches) Includes: company logo, attendee list post-event, promotional support by PHRA	\$600
Sponsor Content Email Blast	Dedicated "sponsor content" email to PHRA members and subscribers. (5,000+ connections)	\$795
Mail List Rental	Provides mail list to bonded mail house (sponsor covers mailing costs)	\$700
Weekly E-Communication Ad	100-word description with graphic and link Single Announcement	\$250
	Reuse same ad in additional Weekly Updates	\$200
HR Marketplace Listing	Searchable listing on PHRA's site, accessible to members and non-members	
	Basic Listing (50-word description)	\$175
	Enhanced Listing (250-word description, logo, link)	\$225
E-HR Newsletter Ad (Perspectives)	Ad placement in PHRA's bi-monthly newsletter	
	1 Year Rotation	\$2,500
	6 Month Rotation	\$1,650
	3 Month Rotation	\$850
	1 Month Rotation	\$300
	Single Posting (Full Page)	\$700
	Single Posting (Half Page)	\$575
	Single Posting (Quarter Page)	\$250
Zoom Waiting Room Video	30 MB max video with sound, average 200 views per month (200 views per month)	
	1 Month	\$400
Calendar Event Listing	Event listing on PHRA's calendar with link to external registration	
	3 Months	\$350
	2 Months	\$250
	1 Month	\$150
Homepage Banner Ad	Banner ad on PHRA's homepage	
	1 Year Rotation	\$2,500
	6 Month Rotation	\$1,650
	3 Month Rotation	\$850
	1 Month Rotation	\$300

PREMIER SPONSOR OPPORTUNITIES

Unlock year-round visibility and engagement with PHRA's annual partnership packages! Beyond traditional event sponsorships, these bundles offer exclusive membership benefits, premium positioning, recognition at events and in communications, early access to new initiatives, and more.

Expand your reach—partner with PHRA today!

Exposure Opportunities	Presenting Sponsor (Exclusive – Limit 1)	Gold Sponsor (Limit 4)	Silver Sponsor (Limit 2)	Bronze Sponsor (Limit 2)
Presenting Sponsorship Coverage Includes Annual Conference (double booth & keynote recommendation), Engaging Pittsburgh, and Golf & Bocce events	✓	✗	✗	✗
Event Package Level Gold Level Coverage, HR Academy, and Employment Law Conference	Presenting Platinum Level	Gold Level	Silver Level	Bronze Level
Logo Recognition Prominent placement at all PHRA events on main signage, programs, and sponsor lists.	✓	✓	✓	✓
Advertising Prominent ad display on PHRA's homepage and Weekly Update newsletter.	✓	✓	✓	✓
Zoom Waiting Room Video (3-Months) Played on Zoom prior to all monthly meetings.	✓	✗	✗	✗
Social Media & YouTube Engagement Played on Zoom prior to all monthly meetings.	✓	✗	✗	✗
PHRA Memberships	Unlimited	10	5	3
Dedicated E-Blasts	12 per year	12 per year	6 per year	3 per year
Webinar Series 3-part series on a hot HR topic	✓	✗	✗	✗
HR Marketplace Listing One-year listing in PHRA vendor directory	✓	✓	✓	✗
Verbal Recognition Acknowledgement at all Signature Events	✓	✓	✓	✓
Promotional Materials Display literature and giveaways at each Signature Event	✓	✓	✓	✓
Post-Event Attendee List Access to attendee list (excludes email addresses)	✓	✓	✓	✓
Networking Event Passes	6 passes	4 passes	2 passes	1 pass
Golf and Bocce Outing Tee box recognition and one golf foursome included	✓	✓	✓	✓
Holiday Party Registrations	4	2	2	1
Investment	\$16,000	\$12,000	\$8,000	\$6,000

CONFERENCE SPONSOR OPPORTUNITIES

September 22-23, 2026
Doubletree Cranberry



PHRA's Annual Conference **brings together hundreds of HR professionals and key decision-makers in the field.** Don't miss your chance to **showcase your company's products and services to this influential audience!**

With only **39 exhibitor spots available** in our Business Partner Showcase, this is your opportunity to **connect directly with HR leaders** who are looking for solutions to help them succeed!

Differentiated Benefits by Sponsorship Level:

Presenting Platinum Package - (\$6,000), Limit 1

- 8 Event Tickets
- The conference is proudly presented by your organization. This is communicated on all event exchanges.
- Company Representative to Introduce Keynote Speaker
- VIP Seating for Keynote Session
- Podium Talk Time (2 minutes)
- Keynote session
- Breakout session
- Video Commercial Ad Space
- Select Your Table Space
- Swag Bag Item Inclusion
- Lunch Sponsor
- Electricity Included

Gold Package - (\$3,000), Limit 3

- 5 Event Tickets
- Company Representative to Introduce Keynote Speaker
- VIP Seating for Keynote Session
- Podium Talk Time (2 minutes)
- Video Commercial Ad Space
- Select Your Table Space (1st come 1st serve)
- Swag Bag Item Inclusion
- Lunch Sponsor
- Electricity Included

Items Included in All Sponsor Packages:

- Exhibitor Tabletop (6' Skirted Table + 2 Chairs)
- Event Tickets (quantity varies by package)
- Participation in Exhibitor Prize Drawing
- Company Logo on Promotional Emails/Registration Emails
- Logo Placement on Conference Signage
- Post Event Attendee List
- Logo & Description in Mobile App
- Meet the Sponsors Pre-Event Email

Silver Package - (\$2,800), Limit 10

- 4 Event Tickets
- VIP Seating for Keynote Session
- Podium Talk Time (2 minutes)
- Video Commercial Ad Space
- Select Your Table Space (1st come 1st serve)
- Swag Bag Item Inclusion
- Breakfast Sponsor
- Electricity Included

Bronze Package - (\$2,500), Limit 10

- 2 Event Tickets
- Select Your Table Space (1st come 1st serve)
- Snack Sponsor
- Electricity Included

CONFERENCE SPONSOR OPPORTUNITIES CONTINUED...

September 22-23, 2026
Doubletree Cranberry



Differentiated Benefits by Sponsorship Level:

Official Conference Tote Bag Sponsor - (\$4,500), Limit 1

- 4 Event Tickets
- VIP Seating for Keynote Session
- Podium Talk Time (2 minutes)
- Select Your Table Space (1st come 1st serve)
- Swag Bag Item Inclusion
- Company Branded Conference Bag Purchased by PHRA
- Electricity Included

Official Wi-Fi Sponsor - (\$2,800), Limit 1

- 2 Event Tickets
- Wi-Fi access code and password branded by company
- Podium Talk Time (2 minutes)
- Electricity Included

Social Package - (\$3,000), Limit 1

- 4 Event Tickets
- Social Sponsor
 - Includes PHRA purchased social Grand Prize
 - Branded drink tickets to the attendees
- Podium Talk Time (2 minutes)
- Swag Bag Item Inclusion
- Electricity Included

Engagement Game Package - (\$3,000), Limit 1

- 2 Event Tickets
- Engagement Game Sponsor
 - \$500 Visa Gift Card (purchased by PHRA) will be provided on the company's behalf to the Engagement Game winner.
- Swag Bag Item Inclusion
- Electricity Included

Lanyard - (\$3,000), Limit 1

- 4 Event Tickets
- Lanyard branded with company logo (Lanyard purchased by PHRA)
- Swag Bag Item Inclusion
- Electricity Included

Items Included in All Sponsor Packages:

- Exhibitor Tabletop (6' Skirted Table + 2 Chairs)
- Event Tickets (quantity varies by package)
- Participation in Exhibitor Prize Drawing
- Company Logo on Promotional Emails/Registration Emails
- Logo Placement on Conference Signage
- Post Event Attendee List
- Logo & Description in Mobile App
- Meet the Sponsors Pre-Event Email

Pens & Notepads - (\$2,600), Limit 2

- 4 Event Tickets
- Branded Pens & Notepads (supplied by sponsor)
- Swag Bag Item Inclusion
- Electricity Included

Exhibit Table Only - (\$2,250), Limit 10

- 1 Event Tickets
 - Additional tickets can be purchased for \$250
- Exhibitor Tabletop (6' Skirted Table + 2 Chairs)
- Participation in Exhibitor Prize Drawing
- Company Logo on Promotional Emails/Registration Emails
- Logo Placement on Conference Signage
- Post Event Attendee List
- Electricity is not included

MINI CONFERENCE SPONSOR OPPORTUNITIES



PHRA's membership is made up of the best kind of people:
People People!

The gathering of our chapter's members and friends of PHRA occurs throughout the year. PHRA's mini conferences have dedicated time to network with sponsors and exhibitors. Join the **Pittsburgh HR Association** for our staple events as we gather with our members and friends to promote the advancement of the HR Profession.

Mini Conference Dates: ***Sponsor Space is Limited!***
April | June | August

	Premier	Spotlight	Supporting
Podium Time	3 Minutes	No	No
30-Second Commercial Before Event Starts	No	Yes	No
Social Media Mentions	Yes	Yes	No
Company Logo on Promotional Emails	Yes	Yes	No
Company Logo on Registration Page	Yes	Yes	No
Event Registrations	4	2	1
Table During the Breaks to Offer Literature, Company Info and/or Giveaway (<i>In-Person Events Only</i>)	Yes	Yes	Yes
Sponsors Provide Speaker(S) and Content (To Be Approved by Volunteer Review Team - Sales Pitch is not Permitted). If the Presentation is Virtual PHRA's Online Technology will be Utilized.	Yes	No	No
Logo Placement During Meeting	Yes	Yes	Yes
Opportunity to Host Prize Drawing	Yes	Yes	Yes
Post-Event Attendee Mailing List	Yes	Yes	Yes
Investment	\$1,000	\$750	\$500

VIRTUAL CONFERENCE SPONSOR OPPORTUNITIES



Sponsoring PHRA's virtual conferences is a **powerful way to connect with a highly engaged audience of HR professionals and decision-makers**. It provides opportunities to **showcase your expertise through virtual booths and targeted promotions, positioning your business as a leader in innovative solutions**. Partnering with PHRA is a cost-effective strategy to **expand your reach, build brand awareness, generate leads, and foster meaningful connections with HR leaders shaping the future of the industry**.

Gold Sponsor – (\$1,000)

Maximize Visibility and Engagement

- Logo prominently displayed on the event registration page and platform.
- Opportunity to provide a 2-minute video commercial or welcome message during the opening session.
- Featured as a Platinum Sponsor in all event promotions, including emails and social media posts.
- Virtual ad placements to showcase products or services.
- Inclusion in the sponsor recognition slide during the conference.
- Logo placement on event recordings and post-conference materials.
- Complimentary access for up to 5 representatives to attend the conference.

Silver Sponsor – (\$800)

Elevate Your Brand Presence

- Logo prominently displayed on the event registration page and platform.
- Virtual ad placements to showcase products or services.
- Recognition as a Gold Sponsor during the keynote or closing session.
- Opportunity to include a digital flyer or brochure in the event resource library.
- Inclusion in the sponsor recognition slide during the conference.
- Complimentary access for up to 3 representatives to attend the conference.

Bronze Sponsor – (\$500)

Build Awareness with Attendees

- Logo displayed on the event platform and in select promotions.
- Inclusion in the sponsor recognition slide during the conference.
- Opportunity to share a digital resource (PDF or link) in the event resource library.
- Complimentary access for 1 representative to attend the conference.



NETWORKING OPPORTUNITIES



Sponsoring a PHRA networking event highlights your organization's dedication to fostering professional growth and building meaningful connections within the HR community. These events provide a unique platform to showcase your brand while engaging directly with industry leaders and influencers in a collaborative, dynamic setting.

Networking Events are hosted in **March** (Southpointe Area), **May** (Butler) and **July** (Pittsburgh) and **December** (Holiday Celebration)!

Items Included in All Sponsor Packages:

- Company Logo on Promotional Emails
- Company Logo on Registration Page
- Logo Placement During Meeting
- Opportunity to Host Prize Drawing
- Post-Event Attendee Mailing List

Differentiated Benefits by Sponsorship Level:

- **Premier (\$800)**
 - Podium Time: 3 Minutes
 - Social Media Mentions
 - Event Registrations: 4
 - Table During the Breaks to Offer Literature, Company Info, and/or Giveaway (In-Person Events Only)
 - Food Sponsor
- **Spotlight (\$500)**
 - Social Media Mentions
 - Event Registrations: 2
 - Beverage Sponsor
- **Supporting (\$300)**
 - Event Registrations: 1



Virtual HR Academy

Proposals Due December 5, 2025!

- **Virtual Conference Date: Wednesday, March 26, 2026**
- **100% Virtual | 10 Sessions | Recordings available for 30 days**
- **120+ HR professionals across Western Pennsylvania and beyond**



Position your brand at the forefront of HR innovation and leadership.

Sponsor PHRA's 2026 Virtual HR Academy to connect with decision-makers, showcase your expertise, and align with trusted, high-quality HR education.

Presenting Sponsor (\$2,000 - Exclusive)

Premium visibility and engagement as the event's top sponsor.

- Exclusive "Presenting Sponsor" recognition with logo on all marketing materials, conference web page, and digital program.
- Opportunity to deliver a 2-minute welcome message at the start of the conference.
- Logo placement on event Zoom backgrounds and intro slides for all sessions.
- Recognition in all email promotions and social media posts as the Presenting Sponsor.
- Full attendee roster (name, title, organization).
- Complimentary 4 event registrations.
- Opportunity to include a sponsor resource link or brochure in the attendee follow-up email.
- Logo included on the "Thank You Sponsors" closing slide during every session.

Track Sponsor (\$1,000 - 2 available)

Showcase your brand as a champion of HR compliance education.

- Recognition as the exclusive sponsor of one virtual track (Track 1 or Track 2).
- Logo featured on all slides and digital materials for your sponsored track.
- Verbal recognition at the start and close of each session in your track.
- Complimentary 2 event registrations.
- Recognition with logo on event web page, digital program, and sponsor thank-you email.
- Opportunity to include one digital handout or resource link for attendees.

Supporting Sponsor (\$500 - Unlimited)

An affordable way to align your brand with HR excellence and visibility.

- Logo recognition on event web page and digital program.
- Recognition on the post-event "Thank You Sponsors" email to all attendees.
- Option to include a brief company blurb (50 words) in the digital program.
- Complimentary 1 event registration.

Engaging Pittsburgh: It's All About the People!

May 1, 2026 | 11:15 AM | Rivers Club

PRESENTED BY CTR PAYROLL | HR

Sponsoring the Engaging Pittsburgh Awards **positions your organization as a champion of innovation and excellence in HR**, showcasing your **commitment to advancing people-focused practices**.

Items Included in All Sponsor Packages:

- Event registrations (number varies by package)
- Company logo on promotional emails, registration page, and at the event (on signage or main screen)
- Opportunity to host prize drawing
- Post-event attendee mailing list
- Meet the Sponsors pre-event email

Differentiated Benefits by Sponsorship Level

Presenting Sponsor (\$2,000) Limit 1

- Six (6) event registrations
- Three (3) minutes of podium time prior to the reception OR video commercial played at the start of the dinner reception
- Logo displayed during the event on the main screen
- Full-page ad in May edition of Perspectives
- Food and beverage sponsor
- One dedicated e-blast to PHRA members
- Opportunity to host one of the award finalists

Gold Sponsor (\$1,500) - Limit of 3

- Six (6) event registrations
- Three (3) minutes of podium time/category introduction
- Video commercial posted on the event page
- Logo displayed during the event on the main screen
- Full-page ad in May edition of Perspectives
- One dedicated e-blast to PHRA members
- Opportunity to host one of the award finalists

Silver Sponsor (\$1,000)

- Six (6) event registrations
- Logo displayed during the event on the main screen
- Half-page ad in May edition of Perspectives

Lanyard Sponsor (\$1,000)

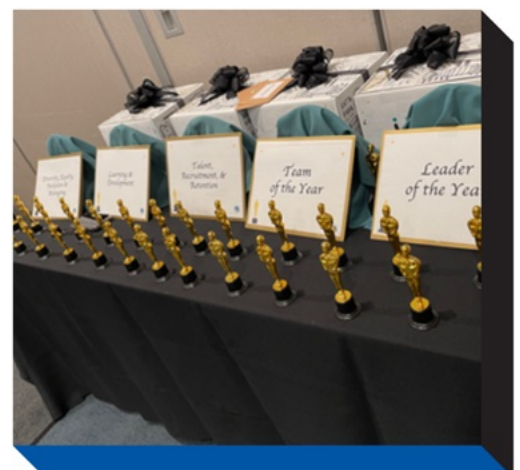
- Two (2) event registrations
- Logo on attendee lanyards

Bronze Sponsor (\$750)

- Two (2) event registrations
- Half-page ad in May edition of Perspectives

Name Tag Sponsor (\$750)

- Two (2) event registrations
- Logo on name badges



June 2, 2026
8:00 AM - 2:30 PM

PHRA
PITTSBURGH HUMAN RESOURCES ASSOCIATION

PHRA Annual Golf & Bocce Outing!

*Presented by
CTR Payroll | HR*

QUICKSILVER GOLF CLUB

2000 QUICKSILVER ROAD
MIDWAY, PA 15060

The outing brings together **industry members, affiliated partners, the business community, and friends** for a jam-packed day of golf, beverages, good old-fashioned rivalry, & socializing on the Bocce court.

Differentiated Benefits by Sponsorship Level

Golf Tournament Sponsor - \$1,400

- One (1) Golf Foursome
- Two (2) Bocce court registrations
- One "manned" Tee-Box sponsor with signage at preferred locations (includes ability to greet golfers with "giveaways" all day)

Food Sponsor - \$1,200

- One (1) Golf foursome
- Two (2) Bocce court registrations
- One Tee-Box sponsorship at a preferred location
- Special signage indicating the organization as the Food Sponsor

Lanyard Sponsor - \$1,000

- One (1) Bocce registration
- Branded lanyards for all attendees purchased by PHRA

Name Badge Sponsor - \$800

- Two (2) Bocce tickets or one (1) Golf registration
- Your company logo printed on all attendee nametags

Snack and Beverage Sponsor - \$800

- Beverage cooler and snack display at the Bocce Court with sponsor logo
- Distribution of giveaway item from golf cart (provided by sponsor)
- Two (2) Bocce registrations

Items Included in All Sponsor Packages:

- List of all participants with contact information (no emails)
- Name on event web page
- Name on event program
- Meet the sponsors pre-event email
- Ability to provide literature and giveaways
- Recognition on event signage
- Verbal recognition at the event

Unique Package offerings:

Tee-Box Sponsor - \$600

- Two (2) Golf registration
- Company name on sign at tee with QR code for direct access to company information
- Opportunity to have a company representative greet attendees at the hole

Bocce Tournament Sponsor - \$600 (3 Sponsors, 1 per court)

- Three (3) Bocce registrations
- One (1) Golf registration
- Company name and logo on event signage in prominent location on Bocce court
- Bocce court beverage station sponsorship with one (1) drink ticket per player

Contest Sponsors - \$600 (3 Sponsors, 1 contest)

- Two (2) Golf registration
- Closest to the Pin, Longest Drive, or Hole-in-One, with opportunity to present prizes in addition to PHRA purchased prizes.

EMPLOYMENT LAW & COMPLIANCE CONFERENCE



Let PHRA be your guide to understanding the legal landscape that affects your organization. When you ensure that you are operating in compliance with legislative regulations, you're creating a better workplace by protecting not only your employer, but also your entire staff.

PHRA's conferences have dedicated time to network with sponsors and exhibitors!

Shared Benefits Across All Sponsorship Levels

- Event Registrations (Varies by level: 4 for Gold, 2 for Silver, 1 for Bronze)
- Company Logo on Promotional Emails
- Company Logo on Registration Page
- Table During Breaks to Offer Literature, Company Info, and/or Giveaways (In-Person Events Only)
- Logo Placement During Event
- Opportunity to Host Prize Drawing
- Post-Event Attendee Mailing List

Differentiated Benefits by Sponsorship Level

Gold (\$1,300, Limit of 5)

- 4 Event registrations
- 3 Minutes of Podium Time / Speaker Introduction
- Opportunity to Share Content in PHRA's Bi-Monthly E-Magazine (Special Offers, White Pages, etc.)
- Lunch Sponsorship
 - Opportunity to play sponsor video during lunch
- Inclusion in the Meet the Sponsors event communication

Silver (\$1,100, Limit of 5)

- 2 Event registrations
- 3 Minutes of Podium Time / Speaker Introduction
- Opportunity to Share Content in PHRA's Bi-Monthly E-Magazine (Special Offers, White Pages, etc.)
- Breakfast Sponsorship
 - Opportunity to play sponsor video during breakfast
- Inclusion in the Meet the Sponsors event communication

Bronze (\$900)

- 1 Event Registration
- Snack Sponsorship



CORPORATE MEMBERSHIPS

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



PLATINUM

Register 21+ yearly Professional Memberships at the basic yearly dues rate; 40% Savings

Includes year long corporate marketing at all of our Signature Events!

BEST VALUE

OUR COMMITMENT TO DIVERSITY

Diversity & inclusion drive strength at PHRA. Integrating DE&I into PHRA's business strategy means increasing representation, building equity opportunities for our partners, fixing areas needing improvement, and ensuring our sponsors and exhibitors represent our diverse audience and community.

It matters to us that our partners, members, and events embrace differences in age, race, gender, nationality, sexual orientation, physical ability, thinking style, and background resulting in a diverse, equitable, and inclusive PHRA!

BENEFITS OF PARTNERING WITH The Pittsburgh HR Association

We truly believe our
partners make our
community better.

Increased Visibility

*in Portland HR
market*

Brand Exposure

*reinforce your
brand and
credibility*

Market Research

*gain insights on HR
needs to tailor
services*

Thought Leadership

*showcase
expertise &
credible resource*

Long-Term Relationships

*consistent presence
leads to steady
stream of leads*

Networking

*leads to future
collaborations,
partnerships &
opportunities*

Competitive Advantage

*set yourself apart
from others by
being involved*

Trust & Credibility

*enhance
reputation, gain
credibility & build
trust*

Community Involvement

*show your
commitment to our
industry*

Lead Generation

*make direct
connections*

Content Creation

*create educational
material*