



The HROA's Sixth Annual Awards Gala October 20 Tampa Florida Sponsorship opportunities

The HROA will hold its Sixth Annual Gala Dinner and Awards Ceremony in conjunction with the HRO Summit on Wednesday October 20th in Tampa, FL. We seek sponsors to underwrite the cost of the event and to support your association. The following sponsorship packages are available.

Platinum..... \$ 25,000*

Platinum sponsors receive two free “named” tables (with your logo displayed on the tables – a total value of \$8,000) and the highest level of recognition, including:

Pre-conference recognition. You will be included in all the promotional materials prior to the conference, including:

- The formal invitation, Summit promotional materials, the gala tickets, in the gala program, on the HROA and Summit Websites, and in ads *in HROA Connections, HRO Today, and the HRO Today Newsletter* promoting the event (a \$10,000 value on its own!).
- Two email blasts to HROA membership promoting your participation and sponsorship.
- To get the benefit of this sponsorship it is important to sponsor early! This recognition has a combined value of \$15,000.

Onsite recognition. An entire package of onsite promotion will include:

- The opportunity to welcome gala attendees from the podium with a brief speech. Your sponsorship will also be recognized by the MC throughout the awards presentation.
- Your logo on prominent signage and special entrance display, including several large posters highlighting your sponsorship throughout the conference, cocktail reception, and at the entrance to the gala dinner.
- You will have the opportunity to hand out a promotional item to each guest (on the seats or within an attendee bag).
- A full-page ad in the Summit Program.
- In addition, we will have a special sign and materials featuring your sponsorship at the HRO Summit registration area.
- The onsite recognition has a combined value of \$25,000.

* HRO Summit sponsors receive a 10% discount.

Post-conference recognition. You will be included in the special set of banner ads that run on the HROA Website and an ad in *HRO Today* magazine (a \$5,000 value on its own!) celebrating the award winners. We will also send special follow up communications to all registered attendees that will include prominent mention of your sponsorship. This recognition has a combined value of \$10,000.

Total Value: Over \$50,000.

Gold.....\$15,000*

Gold sponsors will receive one free named table (with your logo displayed on the table – a total value of \$4,000) and very prominent recognition, including:

Pre-conference recognition. You will be included in all the promotional materials prior to the conference, including:

- Ads in *HROA Connections*, *HRO Today*, and *the HRO Today Newsletter* promoting the event (a \$10,000 value on its own!).
- Hotlink on event website and registration sites
- Email blasts promoting the event

Onsite recognition.

- Your logo on prominent signage and special entrance display, including several meter-board posters highlighting your sponsorship throughout the conference, cocktail reception, and at the entrance to the gala dinner.
- A full-page ad in the Summit Program.
- One email blast to HROA membership promoting participation and sponsorship
- In addition, we will have a special sign and materials featuring your sponsorship at the HRO Summit registration area.
- A combined value of \$15,000.

Post-conference recognition. You will be included in a special set of banner ads that run on the HROA Website and ads in *HROA Connections*, and *HRO Today* magazine celebrating the award winners. We will also send special follow up communications to all registered attendees that will include mention of your sponsorship (a \$12,500 value).

Total Value: over \$30,000.

* HRO Summit Sponsors receive a 10% discount.

Silver.....\$10,000*

Silver sponsors will receive 5 free tickets (a \$2,000 value) and prominent recognition, including:

Onsite recognition. Your logo on prominent signage and special entrance display, including several meter-board posters highlighting your sponsorship throughout the conference, cocktail reception, and at the entrance to the gala dinner. A \$7,500 value.

Post-conference recognition. You will be included in a special set of banner ads that run on the HROA Web site and an ad in *HRO Today* magazine celebrating award winners (a \$10,000 value).

Total Value: nearly \$20,000.

Cocktail reception\$15,000*

.....\$15,000*

All benefits from Silver Sponsorship plus:

- o Branding on the program as cocktail sponsor
- o Branded napkins for the reception
- o Opportunity to hand out item at reception
- o Sign recognizing you as cocktail reception sponsor
- o 5 additional tickets (1 full table in total)

All Silver, Gold, and Platinum Sponsors can buy additional tables for a discounted \$3,000 each or additional seats for \$300 each.

Bronze..... \$5,000*

Bronze sponsors will receive 3 tickets (\$1,200 value)

Onsite recognition. Your logo on selected signage as a bronze level supporting sponsor (\$8,500 value)

Post-conference recognition. Recognition on post conference ad in *HRO Today* magazine celebrating the award winners (a \$10,000 value).

Total Value: nearly \$20,000

Dessert/Coffee.....\$3,500*

Branded coffee cups (provided by sponsor) and napkins on the tables for all guests

* HRO Summit Sponsors receive a 10% discount.

Recognition on the program as the Dessert/Coffee sponsor