



HR LEADERSHIP AWARDS OF GREATER WASHINGTON

TEN YEARS OF HR EXCELLENCE
Building the Foundation for Future Success

2012 Sponsor Kit

The HR Leadership Awards

The Human Resource Leadership Awards are the only independent awards that promote and advance excellence in the HR profession in the greater Washington D.C. area by recognizing individuals and teams who have demonstrated outstanding leadership and strategic vision within the HR function and by providing scholarships to the HR leaders of the future.

Awards are given for Leadership, Innovation, Mentoring, Strategic Alignment, Ethical Behavior, Social Responsibility, as well as a special recognition for Emerging Leaders. Additionally, several scholarships are offered to students pursuing degrees in HR fields. Winners and Finalists will be announced at the Annual HR Leadership Awards Gala, as well as in a special pullout section of the Washington Business Journal.

Learn more at hrleadership.org.

Why Become an HR Leadership Awards Sponsor?

- Promote your organization's commitment to human capital management excellence with the executive leadership community throughout the Capital Region.
- Gain special advertising positioning at events and in local media, including the Washington Business Journal.
- Benefit from networking opportunities and higher levels of engagement with senior HR leaders and other executives including CEOs and CFOs.
- Enhance your service and employment brand in the Capital Region.
- Be part of Washington DC's longest running, most prestigious, and only independent awards promoting HR excellence. The HR Leadership Awards is truly a community-driven awards system, with input and participation by a diverse and varied group of individuals and organizations coming together for the right reason: to celebrate excellent HR leaders and teams.



Sponsorship Benefits

	SILVER \$3,000	GOLD \$6,000	DIAMOND \$10,000 (limit of 5)	PLATINUM \$15,000 (limit of 3)
GENERAL				
Company name & logo on HRLA Website	X	X	X	X
Company name recognition in HRLA promotional advertising	X	X	X	X
Company name display in HRLA marketing materials	X	X	X	X
Advertising space in Washington Business Journal		¼ page / b&w	¼ page / color	½ page / color
Advertising impressions / display ads in BISNOW	1	2	3	4
KICKOFF				
Tickets to attend the 2013 kick off breakfast	2	2	4	4
Company recognition on pre-presentation material	X	X	X	X
EDUCATIONAL WORKSHOP				
Invitation to attend	X	X	X	X
Display opportunity at Educational Workshop (limited to 8 sponsors)		X	X	X
Significant company name & logo / brand recognition			X	X
Podium opportunity for speaker introduction				X
VIP RECEPTION				
Principal invitations to VIP Reception		2	3	4
Podium opportunity for speaker introduction				X
AWARDS GALA				
Company recognition in Gala program	X	X	X	X
Onstage verbal recognition of sponsorship at the Gala	X	X	X	X
Tickets/Tables at Gala	5	10 (1 table)	20 (2 tables)	20 (2 tables at premium locations)
Prominent signage at Gala			X	X
Display opportunity at the Gala to provide a gift with corporate logo			X	X
Podium opportunity to present an award at the Gala			X	X
Opportunity to co-host an event with HRLA prior to Gala			X	X
Prominent signage at Gala cocktail hour				X

Last Year's Sponsors

University Sponsor

Marymount University

Platinum Sponsors

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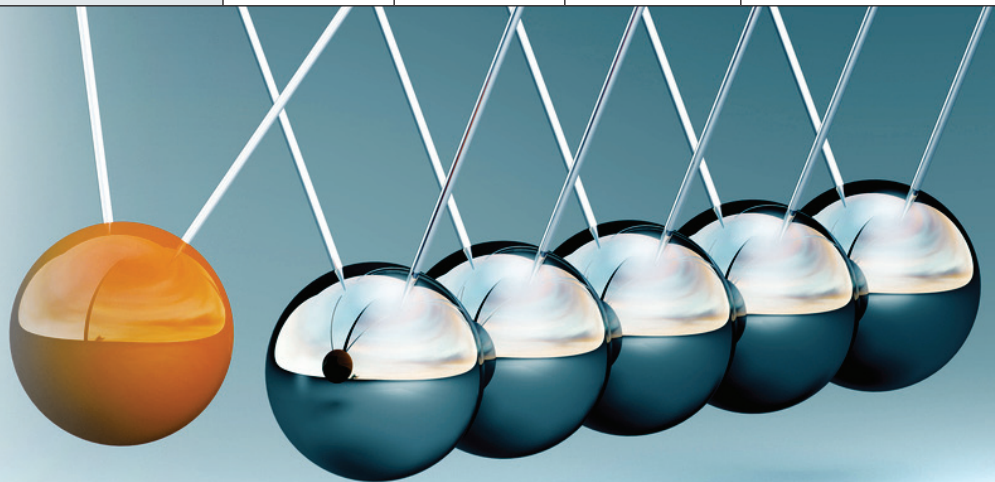
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B.F. Saul Company Hotel Division | Bisnow | Corporate Executive Board | Georgetown University School of Continuing Studies - HR Program
GXS | L-3 Stratis | NOVA SHRM | Ultimate Software



Last Year's Award Winners



Leadership (fewer than 1000 employees)

Ashley Baquié (MorganFranklin Corporation)

Leadership (1000 employees or greater)

Terri Feely (N.E.W. Customer Service Companies, LLC)

Strategic Alignment: individual

Jacquie Hamp (Goodwill Industries International)

Strategic Alignment: team

Verisign HR Team

Innovation: individual

Lawyer Martin (THE CENTECH GROUP, Inc.)

Innovation: team

Edelman Onboarding Team

Mentoring

Susan Brady (G&B Solutions, Inc.)

Corporate Social Responsibility

Arc Aspicio Team

Ethics

Daryl Zapoticzny (AOL Inc.)

EMERGING LEADER RECOGNITION:

Maureen Brown (Accenture)

Kristen Butler (ICF International)

Allison Polin (Adecco)

Kate Wolf (Centuria Corporation)

SCHOLARSHIP WINNERS:

Braunilyn Fletcher

George Mason University

Pursuing a Masters in Public Policy, Organizational Development and Knowledge Management

Anticipated graduation date: Spring 2012

Luanne Hill

University of Maryland, Robert H. Smith School of Business

Pursuing an MBA with a focus on Human Capital Management

Anticipated graduation date: 2012

Diana Richardson

Marymount University

MA in Human Resource Management

Key Dates



Kick-Off Event

January 12th

Nominations Begin

January 12th

Educational Workshop

March 2nd

Nominations Deadline

March 16th

Scholarships Deadline

April 2nd

VIP Reception

TBD

Awards Gala

June 12th

Contact



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2012 HR Leadership Awards Sponsorship Opportunities

Please note: Adobe Acrobat Professional is required to save this completed form. All other versions of Adobe Acrobat will let you complete the form, but you must print it out and scan or fax to submit.

Name

Company Name

Address

City

State

ZIP

Phone

Fax

Email Address

Administrative Contact

Email Address

Our level of commitment for the 2011 HR Leadership Awards is:

Platinum - \$15,000

Diamond - \$10,000

Gold - \$6,000

Silver - \$3,000

All sponsorship levels provide exclusive benefits, which are outlined in this packet.

A check is enclosed in the amount of: \$_____

Please invoice me in the amount of: \$_____

Please charge my credit card in the amount of: \$_____

Credit Card Number

Expiration Date

Signature

Sponsorships for the HR Leadership Awards are tax deductible. For additional information, contact Beth Lucy-Speidel at 703.284.5916 or info@hrleadership.org.

Email your completed form to: info@hrleadership.org

Fax your completed form to: 703.527.3830

Mail your completed form to:

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