



# SPONSORSHIP OPPORTUNITIES 2016





Since 2001, the Human Resource Leadership Awards of Greater Washington (HRLA) has promoted the advancement of Human Resources by seeking to recognize and promote outstanding HR professionals in the Greater Washington Area.

As we celebrate our 15th anniversary, HRLA recognizes more than ever the critical and strategic role that HR continues to play within companies today. Our goals of recognizing and promoting excellence, advancing HR professionals and the industry, and connecting thought leaders remain the same, but our network and awards continue to develop each year.

HRLA remains committed to recognizing the best of the best of Human Resources professionals and business leaders in the Greater Washington area at our annual Gala. In 2016, we recognize excellence in the categories of CHRO of the Year, Leadership, Strategic Alignment, Integrity and Service to Others.

### **Exclusive sponsor packages are available!**

Sponsorship opportunities range from \$750 - \$15,000. See our Sponsorship opportunities below for more details on how to get your organization involved!

### **Why Sponsor?**

**Create greater awareness of your organization's capabilities among the HR community.**

Involvement with HRLA includes recognition in press articles, social media, awards promotions, and networking events that reach our community of more than 4,000 exemplary HR professionals and business leaders.

**Stand out as a driver of strategic Human Resources.**

With 81% of survey respondents that attended the 2015 Gala were management/director level or above; 39% of respondents were senior executives. Sponsoring HR Leadership Awards and Scholarships enhances your organization's commitment to drive strategic HR excellence within the business and HR community.

Connect with our community of the 'best of the best' HR professionals.

With this ever-growing network of professionals spanning more than fourteen industries and several business functions, you'll connect with an audience of potential clients – or even meet your next great hire.

### **Partnership Highlight**

We are thrilled to partner with local HR organizations to promote HR Leadership Awards of Greater Washington, but also to promote our nominees, winners, sponsors and partners. Our partnerships involve cross promotion of events and in person representation at meetings where we are happy to provide visibility of our current sponsors in collateral that we distribute. *Our promotional partners include several SHRM Chapters, The HR Leadership Forum, and The Washington Post!*

**A portion of each sponsorship package is tax deductible.**

HRLA is a program of Marymount University and as such is a 501(c) 3 organization.



# In Kind Sponsorships

## Award Application Boot Camp Sponsorship Opportunities

With the help of former HRLA judges and Nominations and Judging Committee Members, these events provide personalized guidance to applicants to create exceptional applications.

### Sponsors of our Award Application Bootcamp provide:

- All food, beverage and audio visual needs for the Bootcamp (estimated cost ~\$500)
- Company logo for inclusion in marketing materials
- Support for event marketing efforts by sharing the event information with your networks and within your organization

### Why Sponsor an Award Application Bootcamp?

In addition to personalized contact with a group of 15 – 20 exceptional HR professionals and business leaders, sponsors receive the following benefits:

- **Awareness for your organization**  
HRLA leadership will recognize your organization during the event's introductory remarks. In addition, your logo will appear on all printed event materials, as well as in pre-event promotions.
- **Connection with our community**  
Sponsors receive a marketing table to meet attendees and promote your organization at the Bootcamp you sponsor. You'll also receive a 30% discount for marketing tables at the New Year Networking event and the Annual Gala.
- **Annual Awards Gala**  
In Kind Sponsors will also receive recognition in the Annual Awards Gala event program, as well as a 30% discount on Annual Gala tickets.

### Sponsor today!

Award Application Bootcamps are held in November, December, January, and February. These events run for two hours, with flexible scheduling in the morning, afternoon, or evening.



# Sponsorship Opportunities

## Networking Event Sponsorships

### Fall Networking Reception

**\$6,000.00 (Exclusive)**

#### Sponsorship Package includes:

- Unlimited tickets to the Fall Networking Reception
- Quarter page Washington Post Gala magazine ad
- Welcome address speaking role
- Logo placement in the event program
- Logo placement on event napkins
- Logo placement in pre-event email blast
- Marketing booth in the main room (not exclusive)
- Welcome poster

### New Year Networking Reception

**\$6,000.00 (Exclusive)**

#### Sponsorship Package includes:

- Unlimited tickets to the New Year Networking Reception
- Quarter page Washington Post Gala magazine ad
- Welcome address speaking role
- Logo placement in the event program
- Logo placement on event napkins
- Logo placement in pre-event email blast
- Marketing booth in the main room (not exclusive)
- Welcome poster

### VIP Reception

**\$8,000.00 (Exclusive)**

#### Sponsorship Package includes:

- 10 tickets to the VIP Reception
- Quarter page Washington Post Gala magazine ad
- Welcome address speaking role
- Logo placement in the event program
- Logo placement on event napkins
- Logo placement in pre-event email blast
- Marketing booth in the main room (not exclusive)
- Welcome poster
- Video introduction



# Sponsorship Opportunities

## Gala Reception Sponsorships

### Gala Master of Ceremonies Reception

**\$8,000.00 (Exclusive)**

#### Sponsorship Package includes:

- **10 upgraded tickets to the Gala Master of Ceremonies Reception**
- Quarter page Washington Post Gala magazine ad
- Logo placement in the event program
- Logo placement on event napkins
- Logo placement in all Gala and Awards email blasts
- Marketing booth in the reception room
- Prominent logo placement in Reception area and table signage
- Video introduction

### Gala Encore Dessert Reception

**\$7,500.00 (Exclusive)**

#### Sponsorship Package includes:

- 10 tickets to the Gala Encore Dessert Reception
- 2 upgraded tickets to the Gala Master of Ceremonies Reception
- Quarter page Washington Post Gala magazine ad
- **Distribution of finalist awards on a riser**
- Logo placement in the event program
- Logo placement on a take-home dessert
- Logo placement in all Gala and Awards email blasts
- Marketing booth in the reception room
- Prominent logo placement in Reception area and table signage
- Video introduction

### Gala Opening Reception

**\$7,000.00 (Exclusive)**

#### Sponsorship Package includes:

- 10 tickets to the Gala Opening Reception
- 2 upgraded tickets to the Gala Master of Ceremonies Reception
- Quarter page Washington Post Gala magazine ad
- Logo placement in the event program
- Logo placement on event napkins
- Logo placement in all Gala and Awards email blasts
- Marketing booth in the reception room
- Prominent logo placement in Reception area and table signage
- Video introduction



# Sponsorship Opportunities

## Gala Sponsorships

### Gala 5-Star

**\$15,000.00 (Exclusive)**

#### Sponsorship Package includes:

- 10 tickets to the Annual Awards Gala
- 2 upgraded tickets to the Gala Master of Ceremonies Reception
- **Full page Washington Post Gala magazine ad**
- **Speaking opportunities and distribution of awards**
- **Logo placement in the event program with a company description and a “Program hosted by” designation**
- Logo placement in all Gala and Awards email blasts
- Marketing booth in the reception room
- **Prominent logo placement in the Ballroom, at the Welcome Table, and table signage**
- Video introduction

### Gala 4-Star

**\$10,000.00**

#### Sponsorship Package includes:

- **10 tickets to the Annual Awards Gala**
- **2 upgraded tickets to the Gala Master of Ceremonies Reception**
- **Half page Washington Post Gala magazine ad**
- **Introduce an award**
- Logo placement in the event program
- Logo placement in all Gala and Awards email blasts
- Marketing booth in the reception room
- **Logo placement on Welcome and table signage**
- **Video introduction**

### Gala 3-Star

**\$5,000.00**

#### Sponsorship Package includes:

- 5 tickets to the Annual Awards Gala
- **1 upgraded ticket to the Gala Master of Ceremonies Reception**
- **Quarter page Washington Post Gala magazine ad**
- Logo placement in the event program
- Logo placement in all Gala and Awards email blasts
- Marketing booth in reception hallway
- Logo placement on table signage



# Sponsorship Opportunities

## Gala Sponsorships **continued**

### **Gala 2-Star**

**\$2,500.00**

**Sponsorship Package includes:**

- **5 tickets to the Annual Awards Gala**
- Listing in the Washington Post Gala magazine
- **Logo placement in the event program**
- **Logo placement in all Gala and Awards email blasts**
- **Marketing booth in reception hallway**
- **Logo placement on table signage**

### **Gala 1-Star**

**\$1,250.00**

**Sponsorship Package includes:**

- **3 tickets to the Annual Awards Gala**
- Listing in the Washington Post Gala magazine
- Listing in the event program

### **Gala Starlight**

**\$750.00**

**Sponsorship Package includes:**

- 2 tickets to the Annual Awards Gala
- Listing in the Washington Post Gala magazine
- Listing in the event program

For more information about Sponsorships contact:

Melissa Benik, Executive Director at [info@hrleadership.org](mailto:info@hrleadership.org) or (703) 284-5916



# Sponsorship Registration Form

## Select Your Sponsorship:

- |  |          |  |           |
|--|----------|--|-----------|
| <input type="checkbox"/> Fall Networking Reception     | \$6,000  | <input type="checkbox"/> Gala 3-Star               | \$5,000   |
| <input type="checkbox"/> New Year Networking Reception | \$6,000  | <input type="checkbox"/> Gala 2-Star               | \$2,500   |
| <input type="checkbox"/> VIP Reception                 | \$8,000  | <input type="checkbox"/> Gala 1-Star               | \$1,250   |
| <input type="checkbox"/> Gala MC Reception             | \$8,000  | <input type="checkbox"/> Gala Starlight            | \$750     |
| <input type="checkbox"/> Gala Encore Dessert Reception | \$7,500  | <input type="checkbox"/> In Kind Event Sponsor     |           |
| <input type="checkbox"/> Gala Opening Reception        | \$7,000  | <input type="checkbox"/> HRLA Donation             | \$_____   |
| <input type="checkbox"/> Gala 5-Star                   | \$15,000 | <input type="checkbox"/> Gala Tickets @ \$275 Each | Qty:_____ |
| <input type="checkbox"/> Gala 4-Star                   | \$10,000 | <input type="checkbox"/> Gala Table of Ten         | \$2,500   |

## Provide Your Information:

\_\_\_\_\_  
Company Name (as it should appear in print)

\_\_\_\_\_  
Who may we thank for this sponsorship? (with postal address)

\_\_\_\_\_  
Financial POC (email; address; phone number)

\_\_\_\_\_  
POC for Event Logistics (if different than Financial)

### Select Payment Method:

- Check Enclosed
- Invoice Me
- Credit Card

**Checks should be made payable to Marymount University- HRLA and sent to:  
Marymount University § SBA-HRLA § 2807 North Glebe Road § Arlington, VA 22207**

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

\_\_\_\_\_  
Amount

\_\_\_\_\_  
Billing Address (Street Address, City, State, Zip Code)

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

**Required:**

\_\_\_\_\_  
Authorized Signature

Sponsor payment is due within 30 days of registration or an installment plan agreement executed with first payment due within 30 days of registration. All payments submitted post the 30 day deadline will incur a late fee of an additional 10%. A portion of all sponsorships for the HR Leadership Awards are tax deductible. For additional information contact Melissa Benik at (703) 284-5916 or info@hrleadership.org. Email your completed form to info@hrleadership.org or fax it to (703) 527-3830. Thank you for your Sponsorship!





**MARYMOUNT**  

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**U N I V E R S I T Y**