



2020 ANNUAL BEST WORKPLACES IN CANADA AWARDS CEREMONY

APRIL 15TH, 2020



ABOUT US

OUR MISSION IS TO BUILD A BETTER WORLD BY HELPING ORGANIZATIONS BECOME A GREAT PLACE TO WORK FOR ALL.

HOW WE HELP;

- ORGANIZATIONAL EXCELLENCE SPECIALISTS
- HIGH-TRUST CULTURE CONSULTING; LEADERSHIP PERFORMANCE
- CULTURE INTEGRATION (M&A)
- BEST WORKPLACES LIST IN 60+ COUNTRIES
- WORLD'S LARGEST WORKPLACE RECOGNITION PROGRAM, WITH OVER 8,000 PARTICIPATING ORGANIZATIONS.

WHY SPONSOR?

JOIN & CONQUER

BUILD YOUR BRAND'S RECOGNITION, VALUE AND CACHE BY ASSOCIATING YOUR BRAND WITH AN ESTEEMED, GLOBALLY RECOGNIZABLE BRAND WITH A REPUTATION SPANNING OVER 30 YEARS!

CAPITALIZE ON ANOTHER AUDIENCE

ACCESS NEW MARKET SEGMENTS AND EXTEND YOUR BRAND'S REACH EVEN FURTHER BY TAPPING INTO OUR NETWORK OF 1300 ATTENDEES.

DELIVER VALUE TO YOUR EXISTING AUDIENCE

ENRICH YOUR BRAND WITH NEW AVENUES OF INTEREST WITH OUR CUSTOMIZED CONTENT CREATION AND PROMOTION PACKAGES.



MEDIA AMPLIFICATION

AS A VALUED SPONSOR OF GREAT PLACE TO WORK'S ANNUAL AWARDS CEREMONY, YOU CAN EXPECT QUALITY BRAND EXPOSURE UNMATCHED BY OTHER PLAYERS IN THE INDUSTRY.

- WEB TRAFFIC: 520,000+ PAGEVIEWS FROM 170,000+ VISITORS
- LINKEDIN: 850,000+ IMPRESSIONS
- THE GLOBE AND MAIL: 7.2M+ READERS ACROSS PLATFORMS. IT'S CANADA'S MOST READ NEWSPAPER AT 3.3M+ READERS. REPORT ON BUSINESS IS THE NO.1 BUSINESS MAGAZINE AT 1M+ READERS.



AS FEATURED IN

BNN
Bloomberg

Global
NEWS

HRD
HUMAN RESOURCES DIRECTOR
CANADA

HRReporter
Canadian

> thestar.com <

**THE
GLOBE
AND
MAIL**

C T V

THE WALRUS

PAST SPONSORS





SPONSORSHIP PACKAGES

	Platinum	Gold	Silver	Bronze
Sponsor included in event name	x			
Opportunity to send personalized congratulatory note to winning organizations	x			
Co-authored blog post on GPTW website	x			
Content promotion of your choice to GPTW captive online audiences		x		
Sponsor name recognition in event press release	x			
One Premium Awards Ceremony table (10 seats)	x	x		
One Standard Awards Ceremony table (10 seats)	x	x	x	x
After-party Signage	x	x	x	
Brand activation	Premium	x	x	x
Prominent name and logo branding on all printed materials	Premium	x	x	x
Prominent branding in official event program and banners	Premium	x	x	x
Social Media Co-branded announcement	x	x	x	x
Sponsor name recognition in print and online advertisements	x	x	x	x
Sponsor item in guest gift bags or on tables	x	x	x	x
Investment	<u>\$50,000</u>	<u>\$25,000</u>	<u>\$15,000</u>	<u>\$10,000</u>

CONTACT US FOR CUSTOMIZED SPONSORSHIP PACKAGES

PLATINUM SPONSOR

- SHOWCASE YOUR BRAND NAME IN THE EVENT TITLE
- HAVE THE OPPORTUNITY TO SEND PERSONALIZED CONGRATULATORY NOTES TO THE WINNING ORGANIZATIONS
- GET ONE PREMIUM AWARDS CEREMONY TABLE (10 SEATS)
- GET ONE STANDARD AWARDS CEREMONY TABLE (10 SEATS)
- PROMINENT LOGO PLACEMENT ON RECEPTION AND AFTER-PARTY SIGNAGE
- CO-BRANDED SOCIAL MEDIA ANNOUNCEMENT & CO-AUTHORED BLOG POST
- PROMINENT ACTIVATION IN MAIN RECEPTION AREA
- LOGO PRESENCE ON EVENT WEB



GOLD SPONSOR

- GET ONE PREMIUM AWARDS CEREMONY TABLE (10 SEATS)
- CONTENT PROMOTION OF YOUR CHOOSING TO OUR ONLINE AUDIENCES
- STRONG LOGO PLACEMENT ON RECEPTION AND AFTER-PARTY SIGNAGE
- CO-BRANDED SOCIAL MEDIA ANNOUNCEMENT
- OPTIONAL CUSTOMIZED BRAND ACTIVATION IN MAIN RECEPTION AREA
- YOUR BRANDING PLACED ON BANNERS AND BACKDROPS
- LOGO PRESENCE ON EVENT WEB PAGE, PRINT AND ONLINE ADS
- OPPORTUNITY TO INCLUDE ONE PRODUCT IN GUEST GIFT BAGS OR ON TABLES



SILVER SPONSOR

- GET ONE STANDARD AWARDS CEREMONY TABLE (10 SEATS)
- LOGO PLACEMENT ON AFTER-PARTY SIGNAGE
- LOGO AND BRANDING ON PRINT AND ONLINE MATERIALS
- CO-BRANDED SOCIAL MEDIA ANNOUNCEMENT
- OPTIONAL CUSTOMIZED BRAND ACTIVATION IN MAIN RECEPTION AREA
- YOUR BRANDING PLACED ON BANNERS AND BACKDROPS
- LOGO PRESENCE ON EVENT WEB PAGE, PRINT AND ONLINE ADS
- OPPORTUNITY TO INCLUDE ONE PRODUCT IN GUEST GIFT BAGS OR ON TABLES



BRONZE SPONSOR

- GET ONE STANDARD AWARDS CEREMONY TABLE (10 SEATS)
- LOGO PLACEMENT ON AFTER-PARTY SIGNAGE
- LOGO AND BRANDING ON PRINT AND ONLINE MATERIALS
- CO-BRANDED SOCIAL MEDIA ANNOUNCEMENT
- OPTIONAL CUSTOMIZED BRAND ACTIVATION IN MAIN RECEPTION AREA
- YOUR BRANDING PLACED ON BANNERS AND BACKDROPS
- LOGO PRESENCE ON EVENT WEB PAGE, PRINT AND ONLINE ADS
- OPPORTUNITY TO INCLUDE ONE PRODUCT IN GUEST GIFT BAGS OR ON TABLES



PACKAGE ADD-ONS

	Details	Price
Entertainment	Brand the Awards intermission entertainment act	\$10,000
Charging Station	Supercharge your brand and help attendees stay connected	\$4,000
Lanyard	Let attendees spread more brand awareness by placing your logo on all lanyards	\$6,000
Brand Activation	Showcase your brand or product experience with a highly engaging activation	\$5,000+
Bag Insert	Get your brand into the hands of all attendees with an insert in the guests gift bags	\$2,500
3-Part Content Amplification	Gain even more exposure for your brand with 3 opportunities to promote your content pre, during and post-event	CUSTOMIZED

CONTACT US FOR MORE INFORMATION

LET'S TALK!

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**Great
Place
To
Work®**