

Great
Place
To
Work®

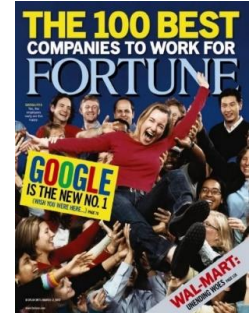
Annual Conference & Awards Ceremony 2019 Sponsorship Packages



Our mission is to build a better world by helping organizations become great workplaces FOR ALL.

How we help:

- Organizational excellence specialists
- High-trust culture consulting; leadership performance
- Culture integration (M&A)
- Best Workplaces™ lists in 50+ countries
- World's largest workplace recognition program, with over 7,000 participating organizations



The annual Great Place to Work® Conference and Awards Ceremony is the premier and largest event for the Canadian business community, hosting guests from across the country and many industries.

1,300+ proud guests come together to celebrate their impact on business culture in Canada, to learn and innovate, and to drive change.

Attendee Experience:

“It was a lovely evening to celebrate not only our success, but those of the other organizations as well. Thank you!”

“It was our first year at the ceremony and we were blown away by the whole event. Every element was curated and scheduled perfectly. Thank you for all your hard work!”

“It's a really fun evening with great people. The refinements to the flow of the evening were really great.”



WHO ATTENDS

Over 1,300 attendees - C-Suite executives, decision-makers, HR professionals, senior executives and influencers from across the country are in attendance.

- Financial Services
- Food & Beverage
- Technology
- Healthcare
- Hospitality
- Manufacturing
- Media
- Non-Profit
- Pharma
- Professional Services
- Retail
- Social Services
- Oil and Gas



2018 Statistics

- Website traffic: 100,000+ clicks
- The Globe and Mail: 2,000,000+ impressions
- Social Media: Hundreds of thousands of impressions

Media coverage includes:



Join us next year – April 24th-25th 2019

Great Place To Work.

YOUR LOGO HERE



April 2018

Focus Area: 2018 List of Best Workplaces™ in Canada

2018 Great Place to Work® Conference

Gain insights and network with top executives



Raise your profile as an industry leader at Canada's largest business awards ceremony of its kind.

We offer opportunities to help your company connect with attendees before, during and after the event.

National Recognition

Sold-out Conference and Awards Ceremony demonstrates growing commitment from CEOs and executive leadership from some of Canada's greatest workplaces.

- National feature in The Globe and Mail
- Canada Top Trend on Social Media

Increase your Brand Awareness

Connect with 1,300+ highly engaged attendees to grow your brand equity.

- Creative approaches in getting customers to remember your brand

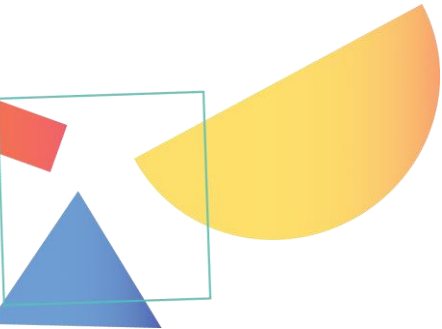
Grow Bottom Line

- Access top leaders and keynote speakers
- Create opportunities to establish strong business leads

The 150 recognized companies across Canada, directly impact over 300,000 Canadian employees

The following packages represent a range of ideas for using this sponsorship. They can all be customized to meet your business needs.

Four different sponsorship packages are available:



- **Platinum**
- **Gold**
- **Silver**
- **Bronze**
- Customized options also available



- Sponsor's name will be part of event
(Eg. "ABC Company presents the Great Place to Work® Awards Ceremony")
- Opportunity to send personalized congratulatory notes to winning organizations
- One Premium Awards Ceremony table (10 seats)
- One Standard Awards Ceremony table (10 seats)
- Conference – Introduction of a keynote speaker
- 8 complimentary Conference tickets with 50% discount code for additional employees
- Reception and After-party signage
- Co-branded social media announcement



- Most prominent customized activation opportunity in main reception
- Most prominent name and logo branding on printed and online materials related to event
- Branding on banners, which serve as backdrop for event photo opportunities
- Prominent sponsor name recognition in all press releases related to events
- Sponsor identified as event presenter on event ads (print and online)
- Logo branding on the event page on Great Place to Work® website
- One co-authored blog post at GPTW's website showcasing your organization
- Opportunity to include premium products in guest gift bags



- One Premium Awards Ceremony table (10 seats)
- Conference – Introduction of a keynote speaker
- 4 complimentary conference tickets with 50% discount code for additional employees
- Co-branded social media announcement
- Customized activation opportunity in main reception
- Name and logo branding on printed and online materials related to event
- Branding on banners, which serve as backdrop for event photo opportunities
- Sponsor logo on event ads (print and online)
- Logo branding on the event page on Great Place to Work® website
- Opportunity to include one product in guest gift bags



- One Awards Ceremony table (10 seats)
- 3 complimentary Conference tickets with 50% discount code for additional employees
- After-party signage
- Co-branded social media announcement
- Customized activation opportunity in main reception
- Name and logo branding on printed and online materials related to event
- Branding on banners, which serve as backdrop for event photo opportunities
- Sponsor logo on event ads (print and online)
- Logo branding on the event page on Great Place to Work® website
- Opportunity to include one product in guest gift bags



- One Awards Ceremony table (10 seats)
- 2 complimentary Conference tickets with 50% discount code for additional employees
- Co-branded social media announcement
- Customized activation opportunity in main reception
- Name and logo branding on printed and online materials related to event
- Branding on banners, which serve as backdrop for event photo opportunities
- Sponsor logo on event ads (print and online)
- Logo branding on the event page on Great Place to Work® website
- Opportunity to include one product in guest gift bags



FEATURES

| | 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 | | | |
| Sponsor name recognition in event press release | X | | | |
| Conference – Intro of a speaker | X | X | | |
| One Premium Awards Ceremony table (10 seats) | X | X | | |
| One Standard Awards Ceremony table (10 seats) | X | | X | X |
| After-party Signage | X | | X | |
| Brand activation (Conference and/or Awards) | Premium | Conf.+ Aw. | Conf.+ Aw. | Conf. OR Aw. |
| 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 |
| Logo branding on Great Place to Work® Conference website | 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 | X | X | X | X |
| Conference tickets | 8 | 4 | 3 | 2 |
| 50% Discount code for additional employee conference attendees | X | X | X | X |

| Package | Details |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Entertainment | Brand the Awards intermission entertainment act. Includes 3 conference tickets |
| Networking Break | Brand Conference networking breaks (am and pm available). Includes booth in foyer and 2 Conference tickets |
| Networking Lunch | Brand Conference networking Lunch. Includes booth in foyer, display of short video and 3 Conference tickets |
| Event App | Brand the event app |
| Charging Station | Connect your brand with high tech and help participants keep their devices charged (Conference and/or Awards) |
| Lanyard | Have your branding on all Award and Conference lanyards |
| Brand Activation | Showcase your product or brand experience to a highly qualified audience |
| Bag Insert | Get your brand in the hands of all Conference and Awards attendees Note: Awards bag ft. The Globe and Mail official Best Workplaces™ feature |
| Conference Program Ad | Get ad space in our Conference program provided to all attendees |



Contact

Nancy Fonseca
Senior Vice President
Great Place to Work® Canada
O: (905) 601-2345
E: nancy.fonseca@greatplacetowork.com

