

The background is a solid yellow color with several large, thin-outlined triangles in a darker yellow shade scattered across it. A prominent red square is centered in the upper half of the image, containing white text.

**Great
Place
To
Work[®]**

**Recognition
Program**

Get Recognized for Being a Great Place to Work

Reach the next level of recognition with Great Place to Work's high-powered stack of opportunities built to:

- Amplify employer brand awareness
- Extend your reach to quality and engaged audiences
- Position your brand as an employer of choice



**Choose from 3 different
Recognition Packages
or customize your own:**



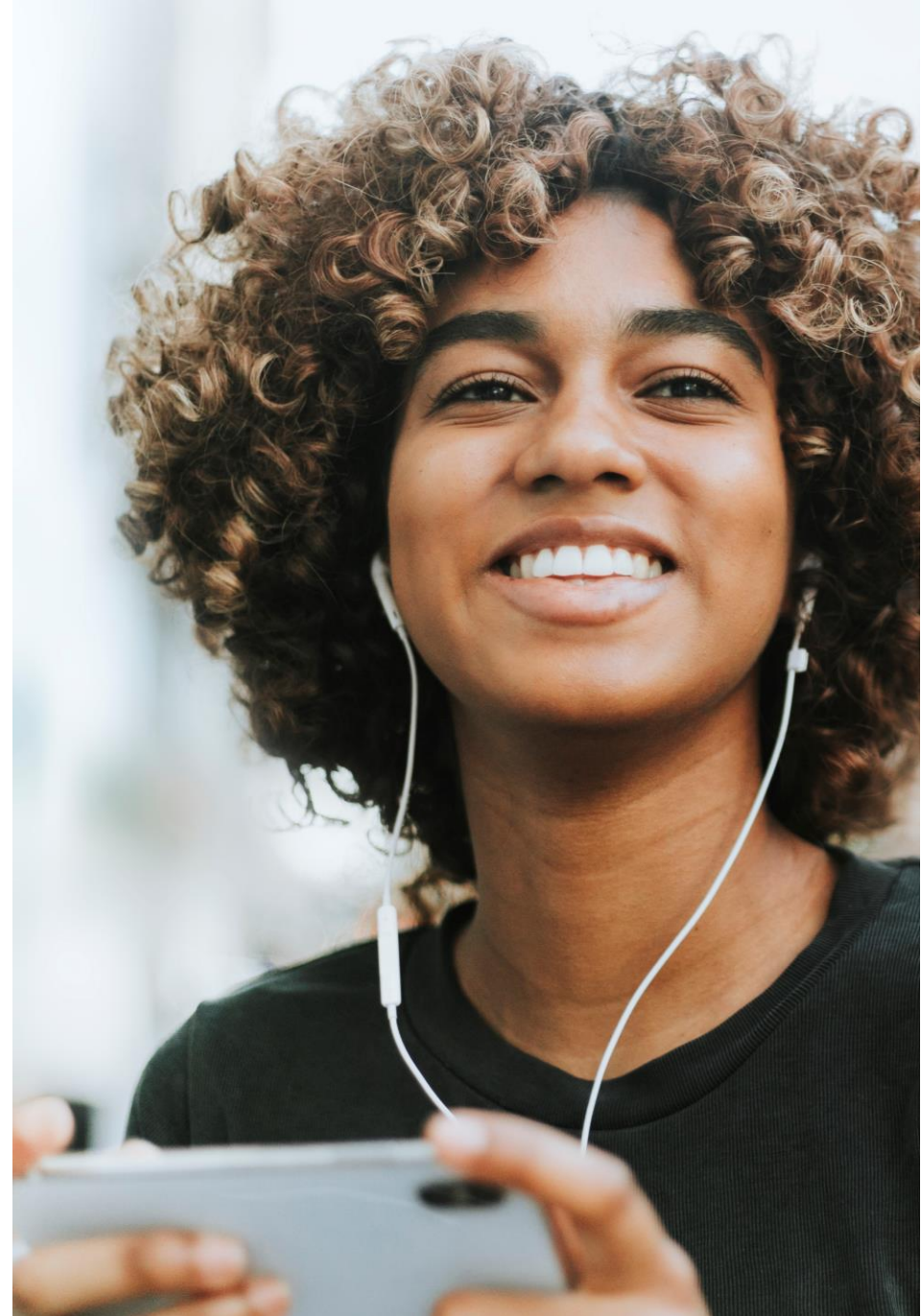
1. Discover Package

What's Included?

Partner with us to get the elevated version of the third-party endorsement that the market respects and employees seek out.

Our Discover Package includes;

- **Article or Written Interview**
Leverage this across all your digital platforms & Great Place to Work® will do the same to promote your brand
- **Podcast**
Leverage this across all your digital platforms & Great Place to Work® will do the same to promote your brand
- **Newsletter Banner Ad**
Reach your audience directly
- **Boosted Social Media Posts x2**



The background is a solid orange color with a pattern of thin, light orange lines forming a grid of triangles. Several larger, dark orange triangles are scattered across the page, some overlapping the grid lines. The text '2. Deluxe Package' is centered in a bold, white, sans-serif font.

2. Deluxe Package

What's Included?

Work with us to ignite your employer branding and discover how to attract more talent than you can handle.

Our Deluxe Package Includes;

- Article or Written Interview
- Podcast
- Newsletter Banner Ad
- Boosted Social Media Posts x2
- Virtual Fireside Chat



Virtual Fireside Chat

We've created a standout fireside chat schedule featuring thought leaders from across all industry verticals – movers and shakers, pioneers and innovators and we want you to join us!

Be our guest alongside one other leading brand for up to an hour-long, high-impact virtual fireside chat in 2021.

See some examples [here](#).

You'll receive the recording packaged for your own promotional use.





3. Promotional Package

What's Included?

Strategically align your brand to the exceptional reputation of Great Place to Work® with several unique opportunities to extend your employer brand's reach.

Our Promotional Package Includes;

- **Webinar or Podcast**
- **Co-Marketing Email to Our Subscribers**
- **Virtual Fireside Chat**
- **Boosted Social Media Posts x2**
- **Newsletter Banner Ad**
- **Feature List Title Sponsor**



Feature List Title Sponsor

Be named as the title sponsor on one of our highly anticipated feature list publications which include;

- Best Workplaces for Women
- Best Workplaces Managed by Women
- Best Workplaces in Technology
- Best Workplaces for Inclusion
- Best Workplaces in Financial Services & Insurance
- And more...

Include a 15 second recorded introduction on the corresponding feature list video that gets published to social media profiles.

Be recognized in the Globe & Mail aligning your brand to key feature lists.



Get the Recognition You Deserve, Your Way.

Build your Customized Recognition Package
and get noticed on the channels that mean
the most to you.

Ask us about the possibilities...



The logo consists of the text "Great Place To Work" in a white, bold, sans-serif font, stacked vertically within a solid red square. The background of the entire image is a vibrant yellow-orange color, decorated with a pattern of overlapping, thin-lined triangles in various shades of yellow and orange.

**Great
Place
To
Work.®**

www.greatplacetowork.ca