

The background is a solid yellow color with several large, thin-outlined triangles in a darker yellow shade scattered across it. In the center, there is a solid red square 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

The background is a solid dark blue color. It features several overlapping hexagonal outlines in various colors, including gold, light blue, teal, and red. The text is centered and written in a clean, white, sans-serif font.

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 yellow color with a pattern of thin, dark red lines forming various sized triangles. Some triangles are solid red outlines, while others are formed by the intersection of lines. The text is centered in the middle of the page.

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.



Discover Package starting at \$5,000

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

Deluxe Package starting at \$10,000

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

Promotional Package starting at \$20,000

- Podcast or Webinar
- Co-marketing email to our subscribers
- Virtual Fireside Chat
- Newsletter Banner Ad
- Boosted Social Media Posts x2
- Feature List Title Sponsor
- Branded Print Magazine (+\$25,000)



| Build Your Own Recognition Package | Starting at... |
|------------------------------------|----------------|
| Article | \$1,500 |
| Written Interview | \$1,500 |
| Podcast | \$2,000 |
| Webinar | \$2,000 |
| Virtual Fireside Chat | \$5,000 |
| Feature List Title Sponsor | \$15,000 |
| Branded Print Magazine | \$25,000 |



Contact us today for more information and availability.
Ca_bestworkplaces@greatplacetowork.com

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...



4. Awards Ceremony Enhanced Recognition Opportunities

*(Only for Winners)





2021 Best Workplaces in Canada Awards Ceremony

You've worked hard to create a great workplace.
Now it is time to reap the rewards and celebrate!

Employer branding has never been so important.
We offer some unique opportunities to increase your company
visibility during the announcement of the Best Workplaces in
Canada.

Standard Announcement (free)

- 1 photo or company logo
- 8-10 seconds screen time

Enhanced Recognition Opportunities:

Silver Package \$1,800

- Up to 6 photos/team collage
- Company logo
- Narrated company “best workplace facts”
- 25-30 seconds of screen time

Gold Package \$3,500

- 15 second CEO message or company institutional video.
- Up to 10 photos/team collage + Company logo
- Narrated company “best workplace facts”
- 45-50 seconds of screen time
- Digital copy of the announcement – unlimited use
- One boosted Social Media post

Platinum Package \$5,900

- 30 second CEO message or company institutional video.
- Up to 20 photos/team collage + Company logo
- Narrated company “best workplace facts”
- 60 – 75 seconds of screen time
- Digital copy of the announcement – unlimited use
- Two boosted Social Media posts

Standard Announcement (free)

- 1 photo or company logo
- 8-10 seconds screen time

Special Offer for 100 - 999 Employee List Winners

Enhanced Recognition Opportunities

Silver Package

~~\$1,900~~ **\$1,600**

- Up to 6 photos/team collage
- Company logo
- Narrated company “best workplace facts”
- 25-30 seconds of screen time

Gold Package

~~\$3,500~~ **\$3,100**

- 15 second CEO message or company institutional video.
- Up to 10 photos/team collage + Company logo
- Narrated company “best workplace facts”
- 45-50 seconds of screen time
- Digital copy of the announcement – unlimited use
- One boosted Social Media post

Platinum Package

~~\$5,900~~ **\$4,900**

- 30 second CEO message or company institutional video.
- Up to 20 photos/team collage + Company logo
- Narrated company “best workplace facts”
- 60 – 75 seconds of screen time
- Digital copy of the announcement – unlimited use
- Two boosted Social Media posts

Standard Announcement (free)

- 1 photo or company logo
- 8-10 seconds screen time

Special Offer for <100 Employee List Winners

Recognition Opportunities:

Silver Package

~~\$1,900~~ **\$1,400**

- Up to 6 photos/team collage
- Company logo
- Narrated company “best workplace facts”
- 25-30 seconds of screen time

Gold Package

~~\$3,500~~ **\$2,800**

- 15 second CEO message or company institutional video.
- Up to 10 photos/team collage + Company logo
- Narrated company “best workplace facts”
- 45-50 seconds of screen time
- Digital copy of the announcement – unlimited use
- One boosted Social Media post

Platinum Package

~~\$5,900~~ **\$4,500**

- 30 second CEO message or company institutional video.
- Up to 20 photos/team collage + Company logo
- Narrated company “best workplace facts”
- 60 – 75 seconds of screen time
- Digital copy of the announcement – unlimited use
- Two boosted Social Media posts

5. Awards Ceremony Sponsorship Opportunities





2021 Best Workplaces in Canada Awards Ceremony

Become a sponsor of the largest business awards ceremony of its kind in Canada.

Lead the celebration and become the title sponsor:

“Best Workplaces in Canada Awards Ceremony,
brought to you by *“Your Company”*”

Join our three-day celebration and associate your brand with the Best Workplaces in Canada, culture matters!

Best Workplaces in Canada Awards Ceremony Sponsorship Opportunities

Customize your
participation in the
Awards Ceremony

Ask us about it!

Sponsor Starting at \$10,000

- Logo on screen and recognition by the event MC
- 30 second CEO message or company promotional video
- Acknowledgement on promotional materials during event
- One boosted Social Media post
- Digital copy of the Awards Ceremony – unlimited use

Title Sponsor Starting at \$45,000

- Logo prominently on screen and recognition by the event MC
- 60 second CEO message or company promotional video or custom activation opportunity.
- Acknowledgement on promotional materials pre, post and during the event.
- Digital copy of the Awards Ceremony – unlimited use
- Webinar, podcast or co-branded email marketing
- Three boosted Social Media posts
- Your logo in the Globe and Mail

Audience Insights - LinkedIn

Followers: 17, 857

Top Industries

- Information Technology and Services: 29%
- Financial Services and Banking: 24%
- Computer Software and Internet: 17%
- Professional Services and Manufacturing: 15%
- Retail: 9%
- Higher Education: 6%

Company Size

- 1,000+ Employees: 46%
- Less than 1,000 Employees: 54%

Level of Seniority

- Management and Individual Contributors: 39%
- Senior Managers and Directors: 49%
- Executive Management: 12%

LinkedIn Video Views

Total Video Views: 117, 030

- Average Engagement Rate: 6.23%
- Average Click-Through Rate: 3.3%
- Total No. of Impressions: 55,508

All results are organic.
There has been no paid promotion behind these posts.

Audience Insights - Website

Visitors: 340k

- Total No. of Sessions: 350k

Top Channels for Acquisition

- Direct: 63%
- Organic Search: 27%
- Social: 5%
- Referral: 5%

Visitor Demographics

- Female: 50.5%
- Male: 49.5%

Best Workplaces in Canada Total Page Views in 2020: 81,377

Audience Insights - Newsletter

Visitors: 340k

CASL Compliant Subscribers: 1,600

Average Open Rate: 58%

Average Click-Through Rate: 36%

Total No. of Sessions: 350k

Audience Insights – Globe And Mail

THE GLOBE AND MAIL*

In partnership with the Globe and Mail, our 2021 Best Workplace List release, can help you reach your target audience.

National Print edition: 923,000 weekday print readers

G&M Online National release: 7.5 Million Monthly UV's

Frequently Asked Questions

Where will this year's Awards Ceremony be streaming?

You can tune in to the virtual celebrations on our website from 12.30pm-1.15pm EST on April 13th, 14th and 15th.

Can I invite my whole organization to watch the Awards Ceremony?

Yes! We encourage you to share the great news about being announced as a Best Workplace in Canada with all your colleagues, friends and family. The Awards Ceremony can be enjoyed by everyone.

I'm interested in participating in a Virtual Fireside Chat, where will these be hosted?

All fireside chats will be hosted on GoToWebinar and later published to our website as on-demand content. All registrants will be emailed the recording shortly after and you will also receive a copy of the recording for your own promotion.

I'm interested in participating in a Podcast, where these be hosted?

To record your podcast, we'll use an audio software to capture the conversation and will publish this to our website and provide you with the audio recording and verbatim comments that you can use to produce additional content.

I have other questions about sponsoring the Awards Ceremony, who can I talk to?

Please reach out to Andrea Trias – andrea.trias@greatplacetowork.com

Awards Week

An Awards week like no other...

April 12

FORTUNE

100 Best Companies
to Work For in
America 2021

April 13



Best Workplaces in
Canada 1,000+
employees &
Multinationals

April 14



Best Workplaces in
Canada 100-999
employees

April 15



Best Workplaces in
Canada less than 100
employees

April 16



Special National
Feature out in print
and digital

The logo consists of a solid red square containing the text "Great Place To Work" in white, bold, sans-serif font. The text is arranged in four lines: "Great", "Place", "To", and "Work". A registered trademark symbol (®) is located at the end of the word "Work".

**Great
Place
To
Work.®**

www.greatplacetowork.ca