

The background is a solid orange color with several thin, dark orange triangles of various sizes scattered across it. A large, solid red square is positioned in the upper-middle section of the image.

**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**



## 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](mailto: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

~~\$1,800~~ **\$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

~~\$1,800~~ **\$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

# Our Analytics – Reach your target

**23,000 unique monthly  
website visitors.**

**20,000+ social media followers across  
Facebook, LinkedIn and Twitter.**

**2,500+ CASL compliant  
newsletter subscribers.**

**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**

# 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](http://www.greatplacetowork.ca)