



2012 Partnership Rates

HRACO is a non profit organization that supports the human resources professionals in the Central Ohio area- Promoting HR best practices, informing members of HR current trends, legal and legislative issues and acts as the voice in our community. Encourages responsible leadership through community outreach and inspires adherence to a professional code of ethics in the HR field.

- ✚ Meeting Sponsorship \$1,000- Includes the following;
 - Display table at monthly member meeting
 - Table tents on each table recognizing sponsorship WITH LOGO
 - 3 minute presentation to all meeting attendees and announce keynote speaker
 - Recognition by HRACO Business Partner Manager during meeting & on scrolling announcements
 - Web banner ad on event calendar for the month of sponsorship (will need to provide link)
 - Opportunity to include marketing materials at each participants chair
 - Recognition in the monthly newsletter and on HRACO website WITH LOGO
 - Recognition in reminder email and in meeting feedback to attendees WITH LOGO
 - Opportunity to author an educational article in monthly newsletter WITH LOGO
 - Meeting registration included for two representatives
 - NOTE PAD WITH LOGO FOR ALL MEETING PARTICIPANTS

- ✚ Meeting Exhibitor \$375- Includes the following;
 - Display table at monthly member meeting
 - Recognition by HRACO Business Partner Manager during meeting & on scrolling announcements
 - Recognition in the monthly newsletter
 - Recognition in reminder email and in meeting feedback to attendees
 - Meeting registration included for two representatives
 - NOTE PAD WITH LOGO FOR ALL MEETING PARTICIPANTS

✚ Book Sponsor EXCLUSIVE Partnership- \$2,600
APPROXIMATE 150 BOOKS @ \$17.30/BOOK, WITH AUTHOR SIGNATURE AND LOGO FOR SPONSORSHIP IN BOOK-
Additional cost or additional sponsor option if exceeds 150 attendees

- ✚ Web Banner Advertising \$500- \$5,580 Includes the following;
- 1 month of web banner advertising \$500
 - 3 months of web banner advertising \$1,455
 - 6 months of web banner advertising \$2,850
 - 12 months of web banner advertising \$5,580
 - Ads appear on HRACO web pages except the home page (must be 150 x 80 pixels and GIF or JPG format, animation permitted)
 - Graphics can be changed on a monthly basis if submitted by the 5th of the month


Placement and rotation at the discretion of the webmaster

- ✚ Newsletter Advertising (Connections)
- Full page (Ad size 7.5"W x 10" H) \$500
 - Half page (Ad size 7.5"W x 5"H) \$250
 - Quarter page (Ad size 3.75"W x 5"H) \$165
 - Additional 5% discount if multiple months are purchased
 - Camera-ready art (JPEG or TIFF preferred)
 - Contact information


HRACO sends out a monthly electronic newsletter to all membership via email and the newsletter is also placed on the website for 2 years for members to access. Submit information to HRACO's Business Partner at businesspartner@hraco.org. Please submit the ad in JPEG, BMP, PDF or GIF. Ads must be received by the 15th of the month preceding the month the ad is to appear (i.e., deadline for publication in February 2011 issue is January 15, 2011). All newsletter ad placements are at the discretion of the Newsletter editor

- ✚ Mailing List \$400-\$800
- Peel and Stick labels \$400 One-time use set of peel-and-stick labels
 - Electronic labels \$800 One-time use electronic spreadsheet for self-generated mailing
 - E-Blasts \$500 One submission (Electronically distributed to members each month by the Executive Director, only 2 E-Blasts are available each month)
 - Submit information to HRACO's Business Partner at businesspartner@hraco.org
 - Include what you would like for the titled subject line to contain

- Indicate the top 2 dates you would like for the E-blast to go out
- Submissions can consist of logo and hotlinks
- Additional 5% discount if multiple months are purchased for E-Blasts

 Silent Auction Sponsors (December HRACO Member Meeting) \$50 Minimum


- Provide silent auction item, minimum value at \$50.00
- Pre-event marketing exposure in HRACO newsletter, website, reminder email and meeting feedback to meeting attendees
- Recognition by HRACO's Business Partner Manager and on scrolling announcements at meeting

 Networking Sponsors (4 Events per Year) \$200


- \$200 (Multiple sponsors)
 - Option to have door prize at networking event
 - Day of event recognition
 - Pre-event and post-event marketing exposure in HRACO newsletter, events calendar and website WITH LOGO
 - OPPORTUNITY TO PROVIDE OVERVIEW OF PRODUCTS/SERVICES DURING EVENT

OFFER 20% EARLY BIRD FOR 2012 BOOKINGS BY NOVEMBER 20, 2011

OFFER 10% MULTI OPTION DISCOUNT


 Gold Premium Package \$9,030 (Valued at \$11,410)- Includes the following; REMOVE TO END

- 6 web banner ads that may include animated graphics
- 2 eBlast submissions
- 1 set of electronic mailing labels
- 1 meeting sponsorship
- 4 meeting exhibitor tables
- 12 half-page newsletter ads
- 4 annual memberships (1 year from time of package purchase)

 Silver Premium Package \$6,035 (Valued at \$7,455)- Includes the following; REMOVE TO END

- 6 web banner ads
- 2 eBlast submissions
- 1 set of peel and stick mailing labels

- 3 meeting exhibitor tables
- 6 half-page newsletter ads
- 2 annual memberships (1 year from time of package purchase)

 Bronze Premium Package \$3,262 (Valued at \$3,810)- Includes the following; REMOVE TO END

- 3 web banner ads
- 1 eBlast submission
- 2 meeting exhibitor tables
- 6 quarter-page newsletter ads
- 1 annual membership (1 year from time of package purchase)