



2021 SPONSORSHIP PROGRAM

The **Ontario Municipal Human Resources Association** (OMHRA) is Ontario's premier association representing people engaged in human resources management within municipalities and local public sector boards and commissions. Our membership represents over 500 members with an employee base of more than 85,000.

As the voice of advocacy, education and guidance on Municipal Human Resource practices and trends, our members include:

- Chief Administrative Officers
- General Managers
- Commissioners
- Directors of Human Resources
- Manager of Human Resources
- and more.

We are proud of the strong partnerships we have established with organizations whose missions and values are compatible with our work and core values. Together, we define and promote best practices in municipal human resource leadership.

For the upcoming year, we have five levels of activities available for sponsorship engagement, each with its own opportunities to gain critical exposure with our Membership and the Municipal Human Resources community for your brand, products and services.

We invite you to review the opportunities outlined in this brochure and let us know which solution meets your needs.

You may contact us at 905.736.1174 or executivedirector@omhra.ca with any questions, ideas or to finalize your 2021 sponsorship.

PLATINUM LEVEL \$9,500.00/year

- Recognition as a Platinum Sponsor on the landing page of OMHRA's website, including your logo and weblink
- Company name, short description and weblink included in every email blast to the Membership between now and the end of the year, which averages 10,400 impressions each month
- Acknowledgement as a Platinum Sponsor at all OMHRA events, including the Fall Conference, the series of six One-Day Symposiums, and webinars
- Corporate logo placement with recognition as Platinum Sponsor in all email marketing campaigns related to all OMHRA events
- Registration for up to four representatives for the One Day Symposiums and Fall Conference (which includes participating in all activities)
- Premier placement of your sponsor booth at our Fall Conference, which may be virtual in 2021
- Opportunity to participate in the Expressions of Interest process to present or participate in a panel as an industry and subject matter expert at the Fall Conference and for our webinars
- Highlight your subject matter expertise to our Membership by submitting articles on a current trends and topic related to human resource management for publication in each edition of ECHO, OMHRA's quarterly newsletter
- Placement of a full-page ad in each edition of ECHO
- Reach our Membership with your messages through four exclusive e-mail broadcasts
- OMHRA will inform the public of our partnership through our social networks
- Ability to promote our partnership through placement of OMHRA's logo on your website and marketing materials, subject to approval by OMHRA's Executive Director

GOLD LEVEL \$7,500.00/year:

- Recognition as a Gold Sponsor on the landing page of OMHRA's website, including your logo and weblink
- Corporate logo placement with recognition as Gold Sponsor in all email marketing campaigns related to all OMHRA events, including the Fall Conference, the series of six One-Day Symposiums, and webinars
- Identification as a Gold Sponsor during the One-Day Symposiums and Fall Conference
- Registration for up to three representatives for the One-Day Symposiums and Fall Conference (which includes participating in all activities)
- Reserved sponsor booth at our Fall Conference, which may be virtual in 2021
- Opportunity to participate in the Expressions of Interest process to present or participate in a panel as an industry and subject matter expert at the Fall Conference and for our webinars
- Highlight your subject matter expertise to our Membership by submitting an article on a current trends and topic related to human resource management for publication in up to three editions of ECHO, OMHRA's quarterly newsletter
- Placement of a half-page ad in each edition of ECHO
- Reach our Membership with your messages through two exclusive e-mail broadcasts
- OMHRA will inform the public of our partnership through our social networks
- Ability to promote our partnership through placement of OMHRA's logo on your website and marketing materials, subject to approval by OMHRA's Executive Director

SILVER LEVEL \$5,000.00/year:

- Recognition as a Silver Sponsor on the landing page of OMHRA's website, including your logo and weblink
- Identification as a Silver Sponsor during the Fall Conference
- Registration for up to two representatives for the series of six One-Day Symposiums and the Fall Conference (which includes participating in all activities)
- Reserved sponsor booth at our Fall Conference, which may be virtual in 2021
- Opportunity to participate in the Expressions of Interest process to present or participate in a panel as an industry and subject matter expert at the Fall Conference and for our webinars
- Highlight your subject matter expertise to our Membership by submitting an article on a current trends and topic related to human resource management for publication in up to two editions of ECHO, OMHRA's quarterly newsletter
- Placement of a quarter-page ad in two editions of ECHO
- Reach our Membership with your messages through an exclusive e-mail broadcast
- OMHRA will inform the public of our partnership through our social networks

BRONZE LEVEL \$2,500.00/year:

- Recognition as a Bronze Sponsor on the landing page of OMHRA's website, including your weblink
- Identification as a Bronze Sponsor during the Fall Conference
- Registration for one representative for the Fall Conference (which includes participating in all activities) and each of the One-Day Symposiums
- Reserved sponsor booth at our Fall Conference, which may be virtual in 2021
- Opportunity to participate in the Expressions of Interest process to present or participate in a panel as an industry and subject matter expert at the Fall Conference or for our webinars
- Highlight your subject matter expertise to our Membership by submitting an article on a current trends and topic related to human resource management for publication in up to two editions of ECHO, OMHRA's quarterly newsletter
- Placement of a quarter-page ad in an edition of ECHO
- OMHRA will inform the public of our partnership through our social networks

GENERAL SPONSORSHIP \$1,000.00:

- Recognition as a General Sponsor on the landing page of OMHRA's website, including your weblink
- Classification as a General Sponsor during the Fall Conference
- Registration for one representative for Fall Conference (which includes participating in all activities)
- Reserved sponsor booth at our Fall Conference, which may be virtual in 2021
- Highlight your subject matter expertise to our Membership by submitting an article on a current trends and topic related to human resource management for publication in ECHO, OMHRA's quarterly newsletter
- OMHRA will inform the public of our partnership through our social networks

Concurrent Sponsorship Opportunities:

- We welcome additional representatives from your organization to attend our events. Our special reduced Sponsor registration fee will apply.
 - Emails blasts to our Membership in addition to those included in your sponsorship package at a cost of \$175.00 plus HST
 - A quarter-page advertisement in ECHO is \$125.00 plus HST
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We look forward to continuing our relationship with you in 2021. Our partnerships will be confirmed with a written agreement outlining the opportunities you will receive from our partnership. Sponsor packages must be paid in full by January 31, 2021.

Sponsorship Opportunities Summary

Opportunity	Platinum	Gold	Silver	Bronze	General
Recognition on landing page, including your logo and weblink	Yes	Yes	Yes		
Corporate name and weblink on landing page				Yes	Yes
Company name, description and weblink on email blasts to membership	Yes				
Corporate logo placement at all OMHRA events	Yes	Yes			
Corporate logo on all marketing materials	Yes	Yes			
Identification as a sponsor at Fall Conference			Yes	Yes	Yes
Premier placement of booth at Fall Conference	Yes				
Reserved booth at and Fall Conference		Yes	Yes	Yes	Yes
Registrations at One-Day Symposiums and Fall Conference	4	3	2	1	
Registration at Fall Conference					1
Opportunity to participate in Expressions of Interest	Yes	Yes	Yes	Yes	
Number of articles you may submit to ECHO	4	3	2	1	1
Ad placements in ECHO	Full page in each edition	Half page ad in each edition	Quarter page ad in two additions	Quarter page ad in one edition	
Broadcasts to membership	4	2	1		
OMHRA will promote partnership through social media	Yes	Yes	Yes	Yes	Yes
Ability to place OMHRA logo on your website (subject to approval by OMHRA ED)	Yes	Yes			



ONTARIO MUNICIPAL HUMAN
RESOURCES ASSOCIATION

2021 EVENTS AND COMMUNICATIONS CALENDAR

The Ontario Municipal Human Resources Association (OMHRA) is Ontario's premier association representing people engaged in human resources management within municipalities and local public sector boards and commissions. Our membership represents over 500 members with an employee base of more than 85,000.

We are the voice of advocacy, education and guidance on Municipal Human Resource practices and trends.

ONE-DAY SYMPOSIUMS

In 2021, OMHRA will host a series of six One-Day Symposiums which will replace our traditional Spring Workshop.

These professional development events will be held virtually, and there is no doubt they will provide our Members with the excellent content and learning opportunities OMHRA events have come to be known for.

Themes

- January - Build Your Resiliency as an HR Leader
- February - Negotiation Techniques
- May - Promoting Mental Health
- June - Diversity and Inclusion
- October - Healthy Workplaces
- November - Navigating Employee Momentum



OMHRA's Education Committee will issue an Expression of Interest to our Sponsors in June for education sessions to identify dynamic and engaging speakers as well as session topic ideas to be offered at our Fall Conference.

Session submissions should be trending topics in human resource leadership, new perspectives or updates on current themes that effect municipal human resource professionals or municipal employers.

Fall Conference and AGM

September 15 to 17, 2021

Four Points Sheraton Hotel
Kingston, Ontario



THEMES AND DATES TO NOTE

Spring Edition

Submission Date: March 5
Themes: Well-being Restart,
Negotiations Strategies,
Planning Your Retirement

Summer Edition

Submission Date: June 4,
Themes: Striking a Balance, Mental
Health and Well-being,
Diversity and Inclusion

Fall Edition

Submission Date: September 3
Themes: Practicing Positivity,
Making the Most of Your
Career, Supporting Others

Winter Edition

Submission Date: November 26
Themes: Healthy Workplaces,
Navigating Employee Momentum,
Human Rights

ECHO

OMHRA's quarterly newsletter, ECHO, is a must-read publication for our Members, providing them with professional development, knowledge and practical tools.

Highlight your subject matter expertise by submitting articles on a current and emerging trends that will provide our Members with practical insights and takeaways that can be implemented immediately and will enhance their management and leadership skills.

Note that we will not accept articles that are overt sales pitches for specific products or services.

Submissions are to be sent to ECHO's Editor, Jennifer DiMartino at jdimartino@dufferincounty.ca by the indicated submission date



LINKEDIN BLOG

Municipal Human Resource management is a rewarding career.

In 2021, OMHRA will publish a Linked-In to promote the many benefits provided by our profession. It will also define and promote best practices and knowledge sharing about developing issues and trends in human resource leadership.

We invite you to submit a blog of up to 500 words with an accompanying visual highlighting your subject-matter expertise, unique story and experience.

Submissions are to be sent to OMHRA Executive Director, Michelle Mackenzie, at executivedirector@omhra.ca by the first Friday of each month.

Themes

January – Well-being Restart

February – Negotiations Strategies

March – Planning Your Retirement

April – Striking a Balance

May – Your Mental Health at Work

June – Diversity and Inclusion

July – Practicing Positivity

August – Making the Most of Your Career

September – Supporting Others

October – Healthy Workplaces

November – Navigating Employee Momentum

December – Human Rights

