



**2023 SPONSORSHIP PROGRAM  
OMHRA's 60<sup>th</sup> Anniversary Year**

The **Ontario Municipal Human Resources Association (OMHRA)** is proud to be Ontario's premier association representing people engaged in human resources management within municipalities as well as local public sector boards and commissions. Our association represents over 600 members with an employee base of more than 95,000.

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
- Managers of Human Resources
- Human Resource Consultants, Advisors and Specialists
- Corporate Service Directors
- Organizational Development Directors and Managers
- Project and Program Managers, Supervisors and Directors
- And More!

We are gratified to have strong and robust partnerships established with organizations whose mission and values are compatible with OMHRA's work and core values. Together, we continue to define and promote best practices in municipal human resource leadership.

For the upcoming year, we are pleased to offer a variety of levels of activities that are 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 best meets your needs.

You may contact us at 905.736.1174 or email Michelle Mackenzie at: [executivedirector@omhra.ca](mailto:executivedirector@omhra.ca) with any questions, or for further information to assist you with completion of your 2023 sponsorship!



## **1963 to 2023**

2023 will be a significant year for OMHRA as it celebrates its 60th Anniversary.

The goal of the 60th Anniversary celebration is to highlight OMHRA's significant milestones and the community it has built for municipal human resource professionals over the past six decades.

Over the course of 2023, we aim to bring the OMHRA community together, in a series of events and initiatives that will occur throughout 2023, to create a sense of camaraderie and excitement about how OMHRA will continue to support municipal human resource professionals in the years to come.

This includes a monthly newsletter that will replace ECHO for the year, and it introduction of a new program or service for the members each month, such as the launch of a quarterly book club.

As a result, we have made some changes to our traditional annual sponsorships as well as created new sponsorship opportunities.

We look forward to partnering with you throughout the year to showcase the successes of our association and foster enthusiasm for the future of OMHRA through a series of celebratory programs, events and initiatives.

# Table of Contents

Section	Page Number
Corporate Annual Sponsorship Opportunities	Page 1
Focused Sponsorship Opportunities	Page 7
Educational Institution Sponsorship Opportunities	Page 11
Concurrent Sponsorship Opportunities	Page 13
Conclusion	Page 14



**Corporate Annual Sponsorship Opportunities  
OMHRA's 60<sup>th</sup> Anniversary Year**

## PLATINUM LEVEL

Platinum sponsors are recognized as valued supporters of OMHRA and leaders in the municipal human resources sector. This level of sponsorship offers maximum promotion and exposure to OMHRA's professional development programs and events as well as our internal and external marketing endeavors.

### **Platinum Level Sponsorship Support:**

- 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 18,959 impressions each month
- Acknowledgement as a Platinum Sponsor at all OMHRA events, including the Spring Workshop, Fall Conference and One-Day Symposiums
- Corporate logo placement with recognition as a Platinum Sponsor in all email marketing campaigns related to all OMHRA events, including the Spring Workshop, Fall Conference, One-Day Symposiums and webinars
- Registration for up to four representatives, including booth staff, for the Spring Workshop and Fall Conference (which includes participation in all activities)
- Premier placement of your sponsor booth at our Spring Workshop and Fall Conference
- Identification as the presenting sponsor of one networking event during the Spring Workshop and Fall Conference
- 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 Spring Workshop and Fall Conference
- Highlight your subject matter expertise to our Membership by submitting articles on current trends and topics important to human resource management professionals for publication in each edition of OMHRA's monthly newsletter based upon the established theme\*
- Placement of a full-page ad in each of the four editions of the monthly newsletter \*
- Opportunity to contribute to OMHRA's weekly blog series \*
- Reach our Membership with your messages through four exclusive e-mail broadcasts \*
- OMHRA will publicize our partnership through our social networks – promoting your message and services both inside to members and outside to followers and supporters of OMHRA.
- 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

*\*As noted, our association represents over 600 members and an employee base of over 95,000*

**Platinum Sponsor Investment: \$9,500**

## **GOLD LEVEL**

Gold sponsors receive excellent recognition and exposure at OMHRA's professional development events and activities as well as through our marketing campaigns. This option is ideal for solidifying relationships and showing your support of the municipal human resources sector throughout the year.

### **Gold Lever Sponsorship Support:**

- 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 Spring Workshop, Fall Conference, One-Day Symposiums and webinars
- Identification as a Gold Sponsor during the Spring Workshop and Fall Conference
- Registration for up to three representatives, including booth staff, for the Spring Workshop and Fall Conference (which includes participation in all activities)
- Reserved sponsor booth at our Spring Workshop and Fall Conference
- Identification as the sponsor of one networking event at the Fall Conference
- 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 Spring Workshop and Fall Conference
- Highlight your subject matter expertise to our Membership by submitting an article on a current trends and topics related to human resource management for publication in up to eight editions OMHRA's monthly newsletter based on the established theme \*
- Placement of a half-page ad in all four editions of the monthly newsletter \*
- Opportunity to contribute to OMHRA's weekly blog series \*
- Reach our entire Membership with your messages through two exclusive e-mail broadcasts \*
- OMHRA will publicize our partnership through our social networks – promoting your message and services both inside to members and outside to followers and supporters of OMHRA.
- 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

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**Gold Sponsor Investment: \$7,500**

## **SILVER LEVEL**

Silver sponsorship offers the opportunity to build lasting relationships with our members throughout the year. Raise your brand with our members through participation in professional development events and our digital and social media marketing activities.

### **Silver Level Sponsorship Support:**

- Recognition as a Silver Sponsor on OMHRA's website, including your logo and weblink
- Identification as a Silver Sponsor during the Spring Workshop and Fall Conference
- Registration for up to two representatives for the Spring Workshop and the Fall Conference (which includes participation in all activities)
- Reserved sponsor booth at our Spring Workshop and Fall Conference
- 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 Spring Workshop and Fall Conference
- Highlight your subject matter expertise to our Membership by submitting an article on current trends and topics related to human resource management for publication in up to six editions OMHRA's monthly newsletter, based on the established theme
- Placement of a quarter-page ad in two editions of the monthly newsletter \*
- Opportunity to contribute to OMHRA's weekly blog series \*
- Reach our entire Membership with your messages through an exclusive e-mail broadcast \*
- OMHRA will publicize our partnership through our social networks – promoting your message and services both inside to members and outside to followers and supporters of OMHRA.

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**Silver Sponsor Investment: \$5,000**



## **BRONZE LEVEL**

Bronze sponsors receive acknowledgement and exposure at OMHRA's Spring Workshop and Falls Conference as well as on our website and through our social media platforms. This is a great way to expose your brand to our members.

### **Bronze Level Sponsorship Support:**

- Recognition as a Bronze Sponsor on OMHRA's website, including your weblink
- Identification as a Bronze Sponsor during the Spring Workshop and the Fall Conference
- Registration for one representative to act as booth staff for the Spring Workshop OR Fall Conference (which includes participating in all activities)
- Reserved sponsor booth at Spring Workshop **OR** Fall Conference
- 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 Spring Workshop **OR** Fall Conference
- 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 four editions OMHRA's monthly newsletter
- Placement of a quarter-page ad in an edition of the monthly newsletter
- Opportunity to contribute to OMHRA's weekly blog series
- OMHRA will publicize our partnership through our social networks – promoting your message and services both inside to members and outside to followers and supporters of OMHRA.

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**Bronze Sponsor Investment: \$2,500**

## Corporate Annual Sponsorship Opportunities Summary

Opportunity	Platinum	Gold	Silver	Bronze
Recognition on landing page of website, including your logo and weblink	Yes			
Corporate name and weblink on Sponsor and Partners page of website		Yes	Yes	Yes
Ability to place OMHRA logo on your website (subject to approval by OMHRA ED)	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			
Identification as a sponsor at Spring Workshop and Fall Conference	Yes	Yes	Yes	Yes
Premier placement of booth at Spring Workshop and Fall Conference	Yes			
Reserved booth at Spring Workshop	Yes			
Reserved booth at Fall Conference	Yes	Yes	Yes	
Choice of booth at Spring Workshop or Fall Conference				Yes
Registrations at Spring Workshop and Fall Conference	4	3	2	
Registration at Spring Workshop <b>OR</b> Fall Conference				1
Opportunity to participate in Expressions of Interest for Spring Workshop and Fall Conference	Yes	Yes	Yes	
Opportunity to participate in Expressions of Interest for Spring Workshop <b>OR</b> Fall Conference				Yes
Number of articles you may submit to ECHO	4	3	2	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
Email Broadcasts to membership	4	2	1	
OMHRA will promote partnership through social media	Yes	Yes	Yes	Yes
Ability to contribute to OMHRA blog series based on monthly theme	Yes	Yes	Yes	Yes



**Focused Sponsorship Opportunities**  
**OMHRA's 60<sup>th</sup> Anniversary Year**

## **Regional One-Day Education Event Opportunities**

One-Day Education Events provide professional development, knowledge, practical tools and networking opportunities to OMHRA members and Human Resource professionals in career transition who wish to advance their careers by attending high-quality, sector-specific courses and workshops.

These are in-person events to be held in each of the regions below. The presentations will be broadcast through Zoom to OMHRA's members in all other parts of the province in real time.

### **Regions:**

Central Ontario

Eastern Ontario

Northeastern Ontario

Northwestern Ontario

Southwestern Ontario

This sponsorship provides:

- the opportunity to develop the content in conjunction with OMHRA's Education Committee
- recognition as Presenting Education Partner for the Education Event(s), including logo and brand featured with session promotion pre, onsite and post event in all relevant marketing materials as well as sponsor supplied podium signage
- the opportunity to make introductions of presenters, speaking or moderating a session or a panel as an industry and topic matter expert during Education Event
- recognition by event emcee from the podium
- sponsor-driven promotional opportunities at each One-Day Education Event(s) (sole booth in event space, handouts, video, etc.)
- two (2) complimentary tickets to each Education Event (excluding booth staff)
- placement of your logo/weblink on OMHRA website as an OMHRA Education Partner

### **Presenting Education Event Partner Sponsorship Investment:**

Sponsorship of series of five: \$21,000

Sponsorship of series of four: \$17,000

Sponsorship of series of three: \$13,000

Sponsorship of two sessions: \$9,000

Sponsorship of one session: \$5,000

## **Webinar Sponsorship Opportunities**

Webinar sponsorship is an excellent option for promoting a new product or business initiative and showcasing its relevance and benefits to the municipal human resource sector. These virtual professional development events are available to all OMHRA members and presented to them free of charge.

This sponsorship provides the opportunity to deliver a 45-minute webinar on a topic and content that is subject to approval by OMHRA's Education Committee.

OMHRA will promote the webinar through its website, email blasts to the membership and through its social media platforms. The registration process and webinar broadcast will be managed by OMHRA. Sponsors will have the opportunity to form polls and evaluation questions to receive automatic insights and feedback on their presentation.

Sponsors will be provided with a list of webinar participants that includes their titles, municipalities and email addresses.

**Webinar Sponsorship Investment: \$3,000**

## **Virtual Quarterly Book Club Opportunity**

While OMHRA's professional development events provide venues to share information on multiple topics over a period of a few days at a time, books tend to be more systematic and allow participants to sit with ideas over time. Book clubs can be a powerful way to learn new skills, find new ideas, and experience paradigm shifts. They also provide an avenue to learn from one another, take learning to a deeper level and build an active community.

This sponsorship offers the opportunity to facilitate one-hour discussions about the sponsor's chosen book on such topics as labour relations, organizational development, compensation and recruitment. Members will have the opportunity to learn from both the facilitator and one another. This can allow participants to have a deeper understanding of the book and its practical application to the human resource profession. Topics are subject to approval by OMHRA's Education Committee.

It is anticipated that the book club meetings will be held in March, June, September and December of 2023.

**Virtual Quarterly Book Club Investment: \$4,000**

## **PechaKucha Presentations**

PechaKucha is a storytelling format where a presenter shows 20 slides for 20 seconds of commentary each, for a total of 6 minutes and 40 seconds. The slides change automatically and the speaker must synchronize the speech with the images. The presentation is followed by a one-minute Q&A from the membership.

This sponsorship provides the opportunity to deliver content that best showcases the sponsors products and services and may be advertorial. It has also been shown that quick choices create incentive buying providing, creating an opportunity to showcase a new product or service.

While these short format presentations are meant to provide information at a high-level, they are meant to feature innovative initiatives and/or best practices for municipal human resource leaders.

The following are thought to be informative themes:

- creative solutions to common human resource management problems;
- innovations/new approaches/unique case studies;
- new technologies;
- trends and influences; and,
- success stories.

**PechaKucha Presentation Investment: \$1,500 per presentation (limited to a total of four presentations per year and sold on a first come, first served basis)**



**Educational Institution Opportunities**  
**OMHRA's 60<sup>th</sup> Anniversary Year**

Post-Secondary institutions offering human resource programs may enhance the practical experiences they provide to their students as well as creating access to mentoring by practicing municipal human resource professionals through an Educational Sponsorship of OMHRA.

This sponsorship provides:

- Access to a dedicated student portal on the OMHRA website that will include a repository of co-op and internship opportunities available with members
- Free access to all OMHRA virtual professional development sessions in real time
- The opportunity to build relationships and interests with human resource professionals that can support longer term job planning
- Quarterly “Ask Me Anything” nights with OMHRA Board members and/or recordings of sessions that can be viewed on demand
- Participation in a virtual Job Fair/Job Information event to be held in June 2024
- Subscription to OMHRA’s monthly newsletter
- Ability for students to build their personal brand by contributing to OMHRA’s newsletter and LinkedIn Blog series \*

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**Investment for Small Institutions as categorized by the Council of Ontario Universities and Colleges Ontario \$7,500.00 for the 2023/2024 academic year**

**Investment for Medium Institutions as categorized by the Council of Ontario Universities and Colleges Ontario \$5,500 for the 2023/2024 academic year**

**Investment for Large Institutions with as categorized by the Council of Ontario Universities and Colleges Ontario \$3,000 for the 2023/2024 academic year**





**Concurrent Sponsorship Opportunities**  
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In addition to your 2023 OMHRA sponsorship package, you may arrange the following on an ad hoc basis:

- We welcome additional representatives from your organization to attend our Spring Workshop and Fall Conference at the discounted Member rate.
  - Job postings to our membership and promotion of the posting through our social media channels offered at a discounted fee of \$175 plus HST.
  - Emails blasts to our Membership in addition to those included in your sponsorship package are offered at a discounted fee of \$175.00 plus HST
  - Survey our membership for \$300.00 plus HST.
  - A quarter-page advertisement in our monthly newsletter is offered at a discount of \$125.00 plus HST
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## Conclusion

OMHRA is proud of the partnerships we have built with organizations whose mission and values support our work and core values. Together, we continue to define and promote best practices in municipal human resource leadership.

Sponsorship of OMHRA helps organizations position themselves as a leading solutions provider, engage and influence key decision makers and build new connections and develop existing relationships.

We look forward to a mutually rewarding relationship with you in 2023.

Your sponsorship will be confirmed with a written agreement outlining the opportunities availed through our partnership. All Sponsor Packages must be paid in full by January 31, 2023.