



## 2024 SPONSORSHIP PROGRAM

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 330,000.

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 2024 sponsorship.

## **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 (one logo and weblink per sponsor)
- 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 webinar
- 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 up to eight editions of OMHRA's monthly newsletter based upon the established theme\*
- Placement of a full-page ad in up to four editions of the monthly newsletter \*
- 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 330,000*

**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 (one logo and weblink per sponsor)
- 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 six editions OMHRA's monthly newsletter based on the established theme \*
- Placement of a half-page ad in all four editions of the monthly newsletter \*
- 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

*\*As noted, our association represents over 600 members and an employee base of over 330,000*

**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 weblink (one per sponsor)
- 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 four editions OMHRA's monthly newsletter, based on the established theme
- Placement of a quarter-page ad in two editions of the monthly newsletter \*
- 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.

*\*As noted, our association represents over 600 members and an employee base of over 330,000*

**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 (one per sponsor)
- 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 two editions OMHRA's monthly newsletter \*
- Placement of a quarter-page ad in an edition of the monthly newsletter\*
- 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.

*\*As noted, our association represents over 600 members and an employee base of over 330,000*

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

<b>Opportunity</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
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 HR Navigator (our monthly newsletter)	8	6	4	2
Ad placements in HR Navigator (our monthly newsletter)	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

## Concurrent Sponsorship Opportunities

In addition to your 2024 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 \$190 plus HST.
- Emails blasts to our Membership in addition to those included in your sponsorship package are offered at a discounted fee of \$190.00 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

---

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 2024.

