



THE HEART OF HR

MEETING THE CHALLENGE



SPONSORSHIP PACKET

HR AFTER DARK
RECEPTION

04.18.2024
6 - 8 P.M.
WORLD EQUESTRIAN
CENTER:
PICKLE'S TERRACE

HEART OF HR
CONFERENCE

04.19.2024
8 A.M. - 4 P.M.
WORLD EQUESTRIAN
CENTER:
EXPO CENTER 1



WELCOME

Today's HR professional needs to be resilient, resourceful and – with rapid advances in technology – rewired to recruit, train, and retain the workforce needed for businesses to succeed.

Your investment in *The Heart of HR: Meeting the Challenge* supports a day filled with networking, exhibitors, and presentations from leading experts on topics that matter to companies of every size and industry sector.

Heart of HR is presented by the Ocala Human Resource Management Association (OHRMA) and CareerSource Citrus Levy Marion. It takes place on **Friday, April 19, 2024, at the World Equestrian Center**. The evening before the conference includes the *Heart of HR After Dark Reception*, where attendees can network with speakers and other industry professionals.

Sponsoring this popular conference is an effective way to get your message out to a targeted audience of HR leaders as well as local decision makers who understand the importance of making an impact in the communities where they live and work.

Our sponsorship levels offer a variety of options to meet your marketing goals and we're happy to put together a custom package to suit your needs.

We realize that when it comes to investing your marketing dollars, you have many alternatives to choose from, and we thank you for considering *The Heart of HR: Meeting the Challenge*.

If you would like to secure a sponsorship or need more information, please contact Tisha Webber at 352-812-0361 or twebber@nashpm.com.

Sincerely,

The Heart of HR 2024 Co-Chairs
Tisha Webber, Nash Plumbing & Mechanical HR Director
Dale French, CareerSource CLM Executive Vice President



SPONSOR LEVELS

PLATINUM | \$7,500 EXCLUSIVE

- ▶ Full-page advertisement in the conference program book
- ▶ 2 Vendor Booths during the event
- ▶ Option to conduct a presentation
- ▶ 4 reserved parking spots
- ▶ 8 VIP reception and conference tickets
- ▶ 2 tables with premiere seating with signage
- ▶ A one-year premium linked banner on the official OHRMA website
- ▶ Promoted and mentioned on CareerSource CLM social media, news releases and story pitches for the conference
- ▶ Listed on dedicated conference ticket page
- ▶ Premium placement of your logo on printed and digital conference items
- ▶ Placement of company collateral in conference tote bag
- ▶ Special announcements highlighting your participation
- ▶ Prominent signage recognition
- ▶ Receive list of conference attendees

GOLD | \$4,500

- ▶ Half-page advertisement in the conference program book
- ▶ 1 Vendor Booth during the event
- ▶ 2 reserved parking spots
- ▶ 6 VIP reception and conference tickets
- ▶ 2 tables with premiere seating with signage
- ▶ Placement of company collateral in conference tote bag
- ▶ A one-year business-card size logo on the OHRMA website
- ▶ Promoted on CareerSource CLM social media, news releases and story pitches for the conference
- ▶ Listed on dedicated ticket page
- ▶ Inclusion of your logo on printed and digital conference items
- ▶ Special announcement highlighting your participation
- ▶ Prominent signage recognition throughout the conference
- ▶ Receive list of conference attendees

SILVER | \$2,500

- ▶ Quarter-page advertisement in the conference program book
- ▶ 1 Vendor Booth during the event
- ▶ 1 reserved parking spots
- ▶ 4 VIP conference tickets
- ▶ 1 table with premiere seating with signage
- ▶ Prominent signage recognition during the conference
- ▶ Receive list of conference attendees



SPONSOR LEVELS

HR AFTER DARK RECEPTION | \$4,000

- ▶ Sole sponsor of night-before reception
- ▶ Prominent signage at reception
- ▶ Opportunity to welcome guests and thank them for attending on behalf of your company includes 4 VIP tickets to the reception
- ▶ Includes all silver-level benefits

LUNCH | \$3,500

- ▶ Prominent signage during lunch break
- ▶ Will be recognized during lunch announcements
- ▶ 2 minutes to address conference attendees
- ▶ Includes all silver-level benefits

CONFERENCE TOTE BAG | \$3,500

- ▶ Sole sponsor of attendee tote bag
- ▶ Business logo will be printed on each bag
- ▶ Will be recognized during conference opening
- ▶ Also includes all silver-level benefits

EXHIBITOR | \$600

- ▶ 1 Vendor Booth during the event
- ▶ 1 ticket to attend presentations with reserved seating
- ▶ Recognition in the conference program



LITE BITES | \$1,500

- ▶ Recognition in the conference program book
- ▶ Prominent signage recognition during Lite Bite breaks
- ▶ 1 Vendor Booth
- ▶ 2 conference tickets
- ▶ 30-second announcement about your business before Lite Bite break



QUESTIONS?

CONTACT:
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FILL OUT THE CONTACT FORM AND WE
WILL SEND YOU AN INVOICE.

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OR SCAN THE QR CODE WITH YOUR PHONE