



THE 2025 HEART OF HR

Driving Engagement and Innovation

SPONSORSHIP OPPORTUNITIES



HR After Dark Reception

03.31.2025
5:30 - 7:30 p.m.
Circle Square
Cultural Center

Heart of HR Conference

04.01.2025
8 a.m. - 4 p.m.
Circle Square
Cultural Center



CareerSource
CITRUS | LEVY | MARION



Ocala Human Resources Management Association

WELCOME!

CareerSource Citrus Levy Marion and the Ocala Human Resource Management Association (OHRMA) are gearing up for *The Heart of HR: Driving Engagement and Innovation* and we invite you to be a pivotal part of it.

The Heart of HR conference, now in its fourth year, takes place on Tuesday, April 1, 2025 at the Circle Square Cultural Center in Ocala. The popular *HR After Dark* reception will be held at the cultural center on March 31.

We are thrilled to announce that our Keynote Speaker will be Johnny C. Taylor, Jr., SHRM-SCP, president and CEO of the Society for Human Resource Management. His career spans more than 20 years as a lawyer, HR executive and CEO in both the nonprofit and for-profit spaces.

Back by popular demand, our emcee will be Jon Petz, internationally acclaimed humorist, best-selling author, and world-class magician.

Your investment in the region's premier human resource conference supports a day filled with networking, exhibitors, and presentations from leading experts on topics that matter to businesses of every size.

By sponsoring *The Heart of HR* you'll gain:

- **Visibility** Showcase your brand to industry leaders and decision makers
- **Connections** Network with top-tier HR and workforce professionals and expand your network of influencers
- **Impact** Support the HR and workforce development community and contribute to thought leadership

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.

If you would like to learn more please contact Tisha Webber at 352-812-0361 or twebber@nashpm.com.

Sincerely,

The 2025 Heart of HR Co-Chairs

Tisha Webber, HR Director, Nash Plumbing & Mechanical
Dale French, Executive Vice President, CareerSource CLM



SPONSOR LEVELS

Platinum | \$5,000 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 premiere tables with signage
- ▶ A one-year premium logo banner on the official OHRMA website
- ▶ Promoted and mentioned on CareerSource CLM social media, in 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 | \$3,500

- ▶ 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 premiere tables 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, in 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 | \$2,000

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



SPONSOR LEVELS

HR After Dark Reception | \$2,500

- ▶ 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 | \$3,000

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

TOTE BAG | \$2,500

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

EXHIBITOR | \$500

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



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:

Tisha Webber

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

CLICK HERE: [BIT.LY/HRSPONSOR](https://bit.ly/hrsponsor)
OR SCAN THE QR CODE