



Human
Resources
Professionals
Association

SPONSORSHIP
OPPORTUNITIES

2022

HRPA Sponsorship Opportunities

Why Sponsor?

Online learning has never been more essential. HRPAs Professional Development events offer the highest standards in professional development and are attended primarily by our members and students: HR Professionals and Designated HR leaders from across Ontario.

Trusted and valued as strategic business partners, HR professionals help guide organizations to manage their most valued asset – human capital and provide essential expertise, leadership, and strategy in every sector of the economy for private and public organizations, large and small.

SPONSORSHIP HIGHLIGHTS

THE HRPAs OFFERS A WIDE RANGE OF OVER ANNUAL EVENTS TO THOUSANDS OF HR PROFESSIONALS.

EFFICIENT WAY TO REACH AND ENGAGE A DESIRABLE AND EXCLUSIVE HR AUDIENCE.

STRATEGIC OPPORTUNITY TO RAISE AWARENESS, RE-POSITION, OR CREATE INTEREST IN YOUR BRAND, PRODUCT, SERVICE, AND AREA OF EXPERTISE.

SPONSORSHIP PACKAGES CAN BE TAILORED TO YOUR BUSINESS OBJECTIVES WITH A RANGE OF EXCLUSIVE OPPORTUNITIES.

2022 HRPAs Events Calendar

Save The Dates

FEBRUARY 8

Micro-Conference

APRIL 28

Micro-Conference

MAY 9-10

HR Summit

JULY, 26-28

HRPA 2022 Summer Conference

OCTOBER 26-27

HR Law Conference: 2022 Marks the 30th Anniversary!

NOVEMBER 22-24

HRPA Fall Conference

Types of Events

- Seasonal Conferences
- Micro-Conferences
- HR Summit
- HR Law Conference

Seasonal Conferences

JULY 26-28, 2022 – *HRPA Summer Conference*

NOVEMBER 22-24, 2022 – *HRPA Fall Conference*

Meaningful, relevant, high quality and value-driven learning events with multiple speakers and sessions including keynotes, seminars, workshops, interviews, roundtables, and panel discussions.

Theme/Topic	Functional and trending HR topics and themes
Days	Multi-Day Events
Time(s)	Half and Full Days
Location	Virtually, hybrid and in person formats. All 2022 events are planned to be virtual.
Audience	All levels of HR Professionals
Attendees	500-1000+ Expected attendees

Sponsorship Levels & Rates

SEASONAL CONFERENCE – SPONSORSHIP BENEFITS*	PRESENTING SPONSOR \$13,500	SUPPORTING SPONSOR \$8,000	SESSION SPONSOR \$3,500
Recognition as the presenting sponsor on all event communications.	✓		
Logo recognition on conference registration website.	✓	✓	✓
Featured employer profile in virtual platform lobby and all platform pages (logo, link, copy).	✓		
Recognition in virtual platform lobby (logo, link, copy).	✓	✓	✓
Logo Recognition on social media.	4	2	1
Opportunity to provide the HRPAs with a digital product, service, or resource that can be shared with event attendees in a pre and post event email communication. ‡	4	1	
Logo recognition in HRPAs Professional Insider eNewsletter.	✓	2	
Digital banner in HRPAs Careers eNewsletter.	2	1	
Verbal recognition during the event-by-event chair.	✓	✓	✓
Event attendee list**	✓	✓	Session
Complimentary registration passes.	8	4	1

*All sponsorship benefits are subject to change and based on availability.
*Please note that advertising rates & availability are subject to change at any given time, without warning.

‡ Content subject to HRPAs learning team review and approval.
**Event attendee list – List of attendees who have provided consent to receive communications from our partners.

HR Summit

MAY 9-10, 2022

Standalone event with a relatively narrow focus on specific theme.

Theme/Topic	Specific theme developed by HRPAs HR & Learning Team and HRPAs Advisory Committee
Days	Single and Multi-Day Events
Time(s)	Half and Full Days
Location	Virtually, hybrid and in person formats. All 2022 events are planned to be virtual.
Audience	All levels HR Professionals
Attendees	500-1000+ Expected attendees

Sponsorship Levels & Rates

HRPA SUMMIT – SPONSORSHIP BENEFITS*	PRESENTING SPONSOR \$12,500	SUPPORTING SPONSOR \$7,500	SESSION SPONSOR \$3,500
Recognition as the presenting sponsor on all event communications.	✓		
Logo recognition on conference registration website.	✓	✓	✓
Featured employer profile in virtual platform lobby and all platform pages (logo, link, copy).	✓		
Recognition in virtual platform lobby (logo, link, copy).	✓	✓	✓
Logo Recognition on social media.	4	2	1
Opportunity to provide the HRPAs with a digital product, service, or resource that can be shared with event attendees in a pre and post event email communication. ‡	4	1	
Logo recognition in HRPAs Professional Insider eNewsletter.	✓	2	
Digital banner in HRPAs Careers eNewsletter.	2	1	
Verbal recognition during the event-by-event chair.	✓	✓	✓
Event attendee list**	✓	✓	Session
Complimentary registration passes.	8	4	1

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Micro-Conferences

FEBRUARY 8, 2022 – HRPAs Micro Conference

‘Deconstruction: Crafting Inclusive & Equitable Workplaces’

APRIL 28, 2022 – HRPAs Micro Conference

Standalone half day events focused on a deep dive into specific HR Issue or topic.

Theme/Topic	Various topics curated by HRPAs HR Executive Council
Days	Half Day
Time(s)	Morning or afternoon
Location	Virtually, hybrid and in person formats. All 2022 events are planned to be virtual.
Audience	All levels HR Professionals
Attendees	150-500+ Expected attendees

Sponsorship Levels & Rates

MICRO CONFERENCE SPONSOR BENEFITS*	PRESENTING SPONSOR \$8,000	SUPPORTING SPONSOR \$4,000	SESSION SPONSOR \$2,500
Recognition as the presenting sponsor on all event communications.	✓		
Logo recognition on conference registration website.	✓	✓	✓
Employer profile in virtual platform lobby and all platform pages (logo, copy, link)	✓		
Logo in virtual platform lobby (logo, link)	✓	✓	✓
Logo Recognition on social media.	3	2	
Opportunity to provide the HRPAs with a digital product, service, or resource that can be shared with event attendees in pre and post event email communications. ‡	2	1	
Logo recognition in HRPAs Professional Insider eNewsletter	✓	2	
Verbal recognition during the event-by-event chair	✓	✓	✓
Event attendee list**	✓	✓	Session
Complimentary registration passes.	6	3	1

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HR Law Conference

OCTOBER 26-27, 2022

Standalone annual law conference with a specific focus on changes and updates in HR law. Topics will reflect new challenges faced by HR professionals, and attendees will learn from the most experienced subject matter experts in HR law.

Theme/Topic	Various topics curated by HRPAs HR Advisory council
Days	1-2 Days
Time(s)	Morning and/or afternoon
Location	Virtually, hybrid and in person formats. All 2022 events are planned to be virtual.
Audience	HR and business professionals
Attendees	250-500

Sponsorship Levels & Rates

BENEFITS*	PRESENTING SPONSOR \$12,000	SUPPORTING SPONSOR \$7,500	SESSION SPONSOR \$3,500
Recognition as the presenting sponsor on all event communications.	✓		
Logo recognition on conference registration website.	✓	✓	✓
Featured employer profile in virtual platform lobby and all platform pages (logo, link, copy)	✓		
Recognition in virtual platform lobby (logo, link, copy)	✓	✓	✓
Logo recognition on social media.	4	2	1
Opportunity to provide the HRPAs with a digital product, service, or resource that can be shared with event attendees in a pre and post event email communication. ‡	4	1	
Logo recognition in HRPAs Professional Insider eNewsletter	✓	2	
Verbal recognition during the event-by-event chair	2	1	
Event attendee list**	✓	✓	Session
Complimentary registration passes.	8	4	1

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HRPA Contact Information

If these opportunities do not meet your needs, let us know! We may be able to design a unique sponsorship opportunity that is more aligned with your goals.

Multi-event sponsorship packages and annual corporate sponsorship opportunities are also available.

TO BECOME A SPONSOR OR FOR MORE INFORMATION, CONTACT:

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