



A Deeper Dive into Systemic Racial Discrimination and Creating Inclusive and Equitable Workplaces

Series Overview:

HR professionals will learn more about processes, best practices, resources, and tools for designing and operationalizing a robust EDI strategy in their organizations.

Why Sponsor?

Society is calling on all organizations to take action against systemic racial discrimination and to create inclusive and equitable workplaces.

Sponsorship of this summit will demonstrate your organization's active support as a corporate ally.

With the support of generous sponsors like you, the HRP A will offer this webinar series complimentary for HRP A members.

Date

May 20, 2021

Time

8:00am-5:00pm (ET)

Who should attend:

- Mid-to-senior level HR professionals who lead or participate in their organization's EDI program.
- Business leaders who manage their organization's EDI program.
- Anyone who has an interest in, influence over or is impacted by EDI in their organization.

Attendance

1000+ expected attendance

The Opportunity

The HRPAs 2021 Equity, Diversity, and Inclusion Summit sponsorship opportunity has been crafted to increase your brand's visibility and gain prominence and accessibility to key HR professionals, leaders, and decision-makers.

Reach

1,000+ Expected Attendance	23,000+ Members and Students	40,000 Monthly Website Visits	100,000+ Social Media Audience	23,000+ Weekly email impressions
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Sponsorship Opportunities and Rates*:

Features	Presenting Sponsor \$8,000 (2 Opportunities)	Supporting Sponsor \$4,000 (4 Opportunities)	Community Sponsor \$2,500
Recognition as the exclusive Presenting Sponsor of the event	X		
Present a 'Live' demo during the event			
30 second commercial during the event	X		
Logo on HRPAs ED&I community discussion forum with link to website	X		
Opportunity to provide the HRPAs with a digital product, service, or resource that can be shared with event attendees upon registration	X	X	
Verbal recognition during the event-by-event chair	X		
Logo on event agenda	X	X	X
Event attendee list**	X	X	
Recognition on social media	4	2	1
Logo on event registration page	X	X	X
Logo recognition in HRPAs weekly newsletter	4	3	1

*Sponsorship features are subject to change based on availability.

**Attendees who have opted in to receive sponsor communications.

TO BECOME A SPONSOR OR FOR MORE INFORMATION, CONTACT:

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Email: ahart@hrpa.ca

If these opportunities don't meet your needs, let us know! We may be able to design a unique sponsorship that's more aligned with your goals. Multi-event sponsorship packages are also available for our Summer, Fall and Winter conferences.