



Human  
Resources  
Professionals  
Association

SPONSORSHIP  
OPPORTUNITIES

2023

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# AUDIENCE OVERVIEW

## An Exclusive Audience

THE HUMAN RESOURCES PROFESSIONALS ASSOCIATION (HRPA) is a regulatory association in Ontario with more than 23,000 members and students.

HRPA plays an important role in promoting and protecting the welfare and interests of the Association and the human resources profession. To this end, elevating HR professionalism and continuing to advance the status and recognition of our profession is a unifying focus of the Association, our Chapters and Members.

### AT A GLANCE\*

**23,000+**

Members & Students 

**22**

Chapters throughout Ontario 

#### SOCIAL



**100,000+**  
Social Audience

**1,100,000**  
Impressions



**25,000+**  
Engagements

#### WEBSITE

**6,500,000**  
Unique Website Visits

**500,000+**  
Page Views

**3 minutes,  
23 seconds**  
Avg. Time on Site 

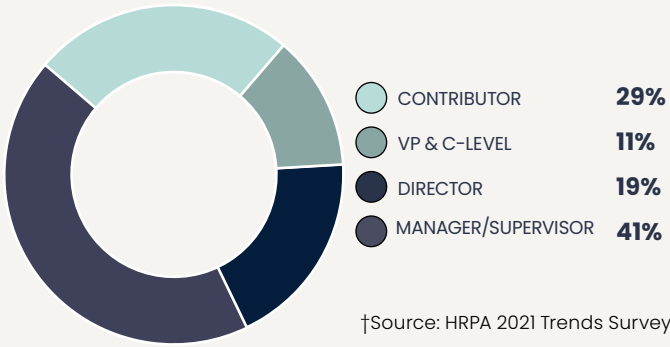
#### EVENTS

**150+**   
Annual Events

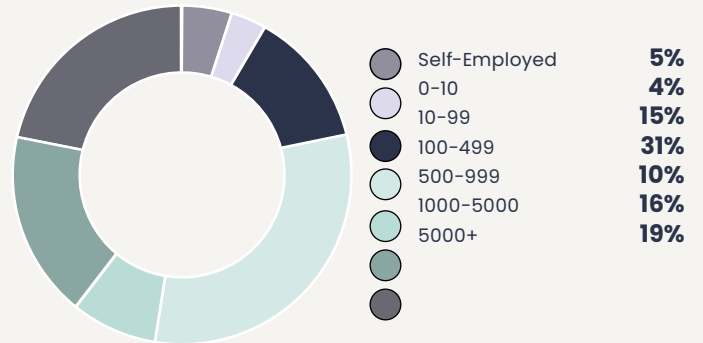
**25,000+**  
Annual Attendance  
In Person and Virtual

\*Source: 2022 HRPA data

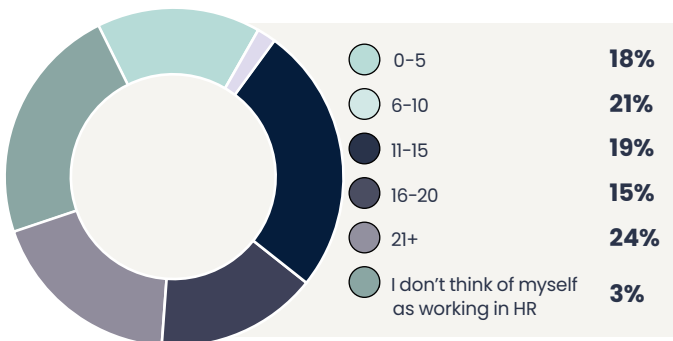
### Job Levels †



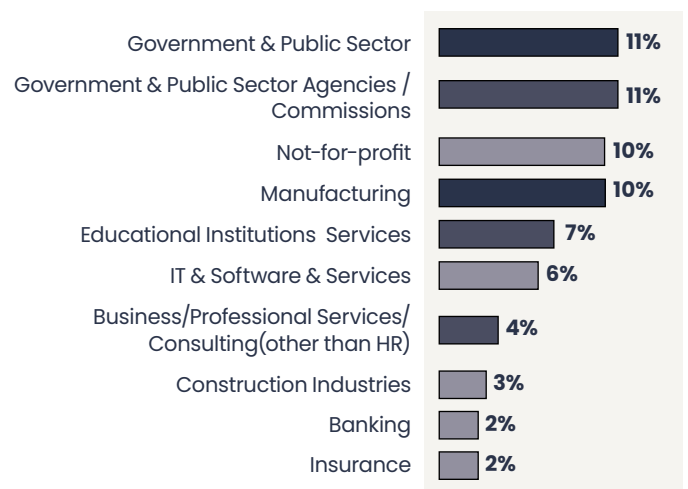
### Company Size ‡



### Years of experience in HR \*



### Top industries Represented \*\*



# Seasonal Conferences

**July 25, 2023** – HSPA Summer Conference

**November 28, 2023** – HSPA Fall Conference

<p><b>High quality and value-driven learning events with multiple speakers and sessions: a mixture of keynote presentations, seminar/workshop/masterclass sessions, interviews, roundtables, and panel discussions. Conferences focus on functional and trending HR topics and themes.</b></p>				
Audience	Attendance	Location	Duration	Time
<i>All levels of HR Professionals</i>	<i>500-1000</i>	<i>Virtual</i>	<i>Full Day</i>	<i>8:45AM - 5:00PM</i>

SPONSOR BENEFITS*	Presenting Sponsor \$12,500	Supporting Sponsor \$7,500	Session Sponsor \$3,500
Recognition as the presenting sponsor on all event communications and assets.	✓		
5-minute welcome address to start the event	✓		
Exclusive link in the event registration confirmation emails with an opportunity to link to a product, resource, or tool.	✓		
15 second commercial in virtual conference.	✓		
Recognition on social media.	ALL	2	
Recognition and company overview on conference microsite (image, copy, URL).	✓	✓	✓
Content tile in event lobby (image, copy, URL).	✓	✓	✓
Opportunity to provide the HSPA with a PDF resource or tool that will be hosted in the resources section within the event platform.	✓	✓	Session
Content block in targeted event emails (Image, copy, URL).	3	1	
Verbal recognition during the event-by-event chair or emcee.	✓	✓	✓
Recognition in HSPA’s weekly Professional Insider eNewsletter	All	2	
Recognition in HSPA’s HR & Learning monthly eNewsletter.	All	1	
Recognition in targeted event emails.	All	2	1
Digital banner in HSPA’s Hire Authority Careers eNewsletter	2	1	
Event attendee list**	All attendees	All attendees	Session attendees
Complimentary registration passes	6	3	1

\* All sponsor content subject to HSPA review and approval, benefits are subject to change and based on availability.

\*\* Event attendee list – List of attendees who have provided consent to receive communications from our partners.

# Micro Conferences

February 28, 2023

April 13, 2023

<b>Standalone half day events focused on a deep dive into specific HR Issue or topic. Topics and themes curated by HRPAs HR Executive Council and HR and Learning department.</b>				
Audience	Attendance	Location	Duration	Time
<i>All levels of HR Professionals</i>	<i>250-1000</i>	<i>Virtual</i>	<i>Half Day</i>	<i>8:45AM - 1:00PM</i>

SPONSOR BENEFITS*	Presenting Sponsor \$7,500	Supporting Sponsor \$4,500	Session Sponsor \$2,500
Recognition as the presenting sponsor on all event communications and assets.	✓		
5-minute welcome address to start the event	✓		
Exclusive link in the event registration confirmation emails with an opportunity to link to a product, resource, or tool.	✓		
15 second commercial in virtual conference.	✓		
Recognition on social media.	ALL	2	
Recognition and company overview on conference microsite (image, copy, URL).	✓	✓	✓
Content tile in event lobby (image, copy, URL).	✓	✓	✓
Opportunity to provide the HRPAs with a PDF resource or tool that will be hosted in the resources section within the event platform.	✓	✓	Session
Content block in targeted event emails (Image, copy, URL).	2	1	
Recognition during the event-by-event chair	✓	✓	✓
Recognition in HRPAs weekly Professional Insider eNewsletter	All	2	
Logo recognition in HRPAs HR & Learning monthly eNewsletter	All	1	
Logo recognition in targeted event emails	All	2	1
Digital banner in HRPAs Hire Authority Careers eNewsletter	1		
Event attendee list**	All attendees	All attendees	Session attendees
Complimentary registration passes	5	3	1

\* All sponsor content subject to HRPAs review and approval, benefits are subject to change and based on availability.

\*\* Event attendee list – List of attendees who have provided consent to receive communications from our partners.

# Executive Events

January 31, 2023 – In Person

**This exclusive, in-person forum has been developed in partnership with the International Institute of Business Analysis (IIBA).**

**Geared towards senior HR executives and business leaders, this event will provide attendees with the opportunity to discuss business influence and negotiation on a strategic, executive level. This will be the platform to openly voice concerns, share experiences and explore and develop strategies to tackle the most pertinent areas in the world of work. Attendees will share and discuss ideas, best practices and solutions with leading experts and their peers.**

**TOPIC: Business influence and negotiation**

Audience	Attendance	Location	Duration	Time
<i>Exclusively for senior executives</i>	<i>60-80</i>	<i>In Person*</i>	<i>Half Day</i>	<i>8:30AM – 11:00AM</i>

\* 130 King Street West (Ivey Donald K. Johnson Centre) Toronto, ON

SPONSOR BENEFITS*	Presenting Sponsor \$10,000
Recognition as the presenting sponsor on all event communications and assets.	✓
25-30 Speaking opportunity‡	✓
Exclusive link in the event registration confirmation emails with an opportunity to link to a product, resource, or tool.	✓
Logo recognition and company overview on conference Microsite (image, copy, URL).	✓
Event day exhibitor space provided	✓
Verbal recognition during the event-by-event chair or emcee	✓
Event attendee list**	All attendees
Complimentary registration passes	4

‡Speaker to be approved by HRPAs. Additional speaking duration can be requested subject to review and approval.

\*All sponsor content subject to HRPAs review and approval, benefits are subject to change and based on availability.

\*\*Event attendee list – List of attendees who have provided consent to receive communications from our partners.

## HR Law Conference

**October 18, 2023 – Hybrid** (In-Person element hosted at 75 Lower Simcoe St, Toronto, ON M5J 3A6)

<b>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.</b>				
Audience	Attendance	Location	Duration	Time
<b><i>HR Professionals and Business Leaders</i></b>	<b><i>250-500+</i></b>	<b><i>In Person and Virtual</i></b>	<b><i>Full Day</i></b>	<b><i>9:00AM - 4:00PM</i></b>

SPONSOR BENEFITS*	Presenting Sponsor \$15,000	Supporting Sponsor \$8,000	Session Sponsor \$3,500
Recognition as the presenting sponsor on all event communications and assets.	✓		
5-minute welcome address to start the event	✓		
Exclusive link in the event registration confirmation emails with an opportunity to link to a product, resource, or tool.	✓		
15 second commercial.	✓		
Content block in targeted event email communication (image,copy, URL).	3	1	
Logo Recognition on social media.	ALL	2	
Logo Recognition and company overview on conference microsite (image, copy, URL).	✓	✓	✓
Content tile in event lobby (image, copy, URL).	✓	✓	✓
Opportunity to provide the HRPAs with a PDF resource or tool that will be hosted in the resources section within the event platform.	Conference	Conference	Session
Recognition during the event-by-event chair	✓	✓	✓
Recognition in HRPAs weekly Professional Insider eNewsletter	All	2	
Logo recognition in HRPAs HR & Learning monthly eNewsletter	All	1	
Logo recognition in targeted event emails	All	2	1
Digital banner in HRPAs Hire Authority Careers eNewsletter	2	1	
Event attendee list**	All attendees	All attendees	Session attendees
Complimentary registration passes	6	2	1

\*All sponsorship benefits are subject to change and based on availability. Content subject to HRPAs approval.

\*\*Event attendee list – List of attendees who have provided consent to receive communications from our partners.



# HRPA Chapter Power Lunch Series

## Sponsorship Opportunities

<p align="center"><b>HRPA's 22 Chapters will collaborate in a Virtual Learning Series.</b>  <b>The HR Power Lunch offers convenient and timely virtual webinars that explore important topics in HR, and each webinar is led by experts, leaders and/or consultants in the HR field!</b></p>				
<i>Audience</i>	<i>Attendance</i>	<i>Location</i>	<i>Duration</i>	<i>Time</i>
<b>All levels of HR Professionals</b>	<b>500-1000</b>	<b>Virtual</b>	<b>1.5 hours</b>	<b>12:00AM - 1:30PM</b>

<b>SPONSOR BENEFITS*</b>	Presenting Sponsor \$8,000	Supporting Sponsor \$5,000	Community Sponsor \$2,800
	12 Months (1 opportunity)	6 Months	3 Months
Recognition as the Presenting Sponsor on all communications and assets.	✓		
Logo recognition on HR Power Lunch series website.	12 Months	6 Months	3 Months
Logo recognition in series promotion in Chapter eNewsletter. (All 22 Chapters)	All	6	3
Recognition in series promotion on social media.	All	6	3
Logo recognition and link in virtual platform	12 Months	6 Months	3 Months
2-3-minute speaking opportunity to introduce the event speaker*	4	2	1
Logo Recognition on webinar series power point slides.	All	12 sessions	6 sessions
Verbal recognition by event host or emcee.	All	12	6
Complimentary registration passes ‡	24	12	6

\*Content subject to HRPAs review and approval. Event dates, topics and themes subject to change availability.

‡ Event passes to be used for the sponsored series during the quarter of sponsorship. Some restrictions apply.

## Additional Opportunities

<b>CUSTOMIZED OPPORTUNITIES</b>	
<b>ANNUAL CORPORATE PARTNERSHIPS</b>	<b>LOCAL CHAPTER and STUDENT EVENTS</b>
Multi-channel event sponsorship and advertising	Join our Chapter network as a community partner

# Contact Information

## HAVE A GREAT IDEA? LET US KNOW!

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

## TO BECOME A SPONSOR OR FOR MORE INFORMATION, CONTACT:

**Adam Hart**, Manager,  
Business Development and Strategic Partnerships  
Tel: 416.923.2324 ext. 7353

Toll Free 1.800.387.1311 ext. 7353  
Email: [ahart@hrpa.ca](mailto:ahart@hrpa.ca)

**Amber Pilon**, Specialist,  
Business Development  
Tel: 416.923.2324 ext. 7309

Toll Free 1.800.387.1311 ext. 7309  
Email: [apilon@hrpa.ca](mailto:apilon@hrpa.ca)

General inquiries:  
Email: [businessdevelopment@hrpa.ca](mailto:businessdevelopment@hrpa.ca)

MULTI – EVENT SPONSORSHIP OPPORTUNITIES ARE AVAILABLE FOR YEAR-ROUND BENEFITS