

2014 ANNUAL GOLF & BOCCE SPONSORSHIP OPPORTUNITIES

Affiliated with SHRM, our chapter operates independently with our own unique membership. The PHRA includes 1100+ members representing human resource professionals at all levels and from all size companies. About 70% of our members have indicated they are human resource practitioners. About 5% are students, 8% are in job transition, and about 12% are affiliate members providing a product or service to those practicing human resources.

We offer business partners a variety of opportunities at all price levels to build name recognition and brand, establish connections, meet decision-makers and influencers, strengthen relationships with current customers, and network at chapter events. We invite you to join, attend events and to consider the various sponsorship opportunities.

Are you looking for a way your company can get exposure to our 1,100 members through our marketing material? Don't miss your chance to reach out to the decision makers of these companies through great sponsorship opportunities.

The Annual Golf & Bocce Outing is one of the PHRA's best attended events. It attracts approximately 175 attendees each year of which more than 50% are manager level or above and 25% other HR professionals. Join us and mingle and with familiar acquaintances, and connect with new business contacts. This event proves to continually provide great networking opportunities among peers, vendors, and customers.

Registration and full event details:

www.PittsburghHRA.org

June 2014

8:00 a.m. - 2:00 p.m.

Montour Heights Country Club

Coraopolis, PA 15108

Bocce Tournament Sponsor

\$2,000

- Six Bocce registrations
- Company name and logo on event signage in prominent location on Bocce court
- Recognition in event program
- Bocce court beverage station sponsorship with 2 drink tickets per player
- List of all Bocce participants with contact information (no emails)
- Distribution of handout on shared display table during registration and cocktail hour
- Recognition on all pre and post event promotion (web and print)
- Verbal recognition at event, reserved seating at meal functions.

2014 ANNUAL GOLF & BOCCE SPONSORSHIP OPPORTUNITIES

Company Size

- About 22% of our membership work for companies with less than 100 employees
- 20% work for companies with 100-499 employees
- 8% work for companies with 500-999 employees
- 9% work for companies with 1,000-2,499 employees
- About 8% of our membership work for companies with 2,500-4,999 employees
- 20% work for companies with 5,000-9,999 employees
- Over 13% of our members work for companies with 10,000 or more employees

Job Titles

- About 21% are managers
- 18% are directors
- 10% are vice presidents
- The rest of our members have a variety of job titles including specialist, consultant, president, administrator, assistant director or legal counsel

PHRA offers a variety of opportunities to reach your target audience and introduce products and services to our members.

Eagle Sponsor (Limit 2)

\$1,200

- One Golf Foursome
- Two dinner only registrations
- Company name and logo on event signage
- Recognition in event program, two “manned” Tee-Box sponsors with signage at preferred locations (includes ability to greet golfers with “giveaways” all day)
- List of all golf participants with contact information (no emails)
- Distribution of handout on shared display table during registration and cocktail hour
- Recognition on all pre and post event promotion (web and print)
- Verbal recognition at event
- Reserved seating at the dinner

Birdie Sponsor

\$1,000 (Limit 3)

- One Golf Foursome
- Company name and logo on event signage in prominent location
- Recognition in event program
- One Tee Box sponsorship preferred location
- List of all golf participants with contact information (no emails)
- Distribution of handout on shared display table during registration and cocktail hour
- Recognition in pre and post event promotion
- Verbal recognition at event
- Reserved seating at dinner

Beverage Cart Sponsor

\$750 (Limit 3)

- Company logo signage on one beverage cart
- Distribution of beverages to golfers
- Distribution of giveaway item from golf cart (provided by sponsor)
- Recognition in pre and post event promotion
- Two dinner only registrations

**Questions?? Contact Liz Lamping at 412-261-5537 or
LLamping@PittsburghHRA.org**

2014 ANNUAL GOLF & BOCCE SPONSORSHIP OPPORTUNITIES

Breakfast Sponsor

\$750

- Logo recognition will be prominent for all Bocce players and Golfers
- Twosome for the golf tournament or four bocce registrations
- Distribution of company literature in registration bags
- Recognition on all pre-event promotions
- Verbal recognition at the event
- Promotional signage at registration
- Recognition on printed materials distributed at the event

Gold Sponsor

\$1000 (limit of 2)

- 4 Registrations to the Networking Event (invite your sales staff or clients)
- Logo on Event web pages with click through
- Logo on all pre-event promotion (electronic & print)
- Logo on all event programs (if applicable)
- Logo recognition on event signage
- Dedicated table to provide literature and giveaways at the event
- Verbal recognition at the event
- Post-event attendee list (excluding emails)
- 1 dedicated e-blast to networking event attendees

Food Sponsor

\$1000

- 2 Bocce court registrations
- 2 Registrations to the cookout social (invite your sales staff or clients)
- Logo on Event web pages with click through
- Logo on all pre-event promotion (electronic & print)
- Logo on all event programs (if applicable)
- Logo recognition on sponsor signage
- Logo recognition on individual sponsor sign by the food tables
- Ability to provide literature and giveaways at the event
- Cocktail napkins with company logo to be used at food table
- Verbal recognition at event
- Post-event attendees list (excluding emails)

Questions?? Contact Liz Lamping at 412-261-5537 or LLamping@PittsburghHRA.org

2014 ANNUAL GOLF & BOCCE SPONSORSHIP OPPORTUNITIES

Beverage Sponsor

\$750

- 2 Bocce court registrations
- 2 Registrations to the cookout social (invite your sales staff or clients)
- Logo on Event web pages with click through
- Logo on all pre-event promotion (electronic & print)
- Logo on all event programs (if applicable)
- Logo recognition on sponsor signage
- Logo recognition on individual sponsor sign near the bar
- Logo on drink tickets provided to all attendees
- Ability to provide literature and giveaways at the event
- Cocktail napkins with company logo to be used at bar
- Verbal Recognition at event
- Post-event attendee list (excluding emails)

Food & Beverage Sponsor

\$1750

- 5 Bocce court registrations
- 5 Registrations to the cookout social (invite your sales staff or clients)
- Logo on Event web pages with click through
- Logo on all pre-event promotion (electronic & print)
- Logo on all event programs (if applicable)
- Logo recognition on individual sponsor sign
- Logo recognition on general sponsor signage
- Logo on drink tickets provided to all attendees
- Ability to provide literature and giveaways at the event
- Cocktail napkins with company logo to be used at bar and food table
- Verbal recognition at event
- Post-event attendee list (excluding emails)
- 1 dedicated e-blast to networking event attendees

Tee Box Sponsor with Company Representative \$400 (Limit 18)

- Company name on sign at Tee
- Opportunity to meet and greet players at designated holes and distribute giveaway at designated hole (provided by sponsor)
- 1 Registration to the cookout social
- Name on Event web pages with click through
- Name on event programs (if applicable)
- Recognition on event signage
- Ability to provide literature and giveaways at the event
- Recognition on event signage

2014 ANNUAL GOLF & BOCCE SPONSORSHIP OPPORTUNITIES

Tee Box Sponsor

\$300 (Limit 18)

- Company name on sign at Tee
- 1 Registration to the cookout social
- Name on Event web pages with click through
- Name on event programs (if applicable)
- Recognition on event signage
- Ability to provide literature and giveaways at the event

Entertainment Sponsor

\$300

- 2 Registrations to the cookout social (invite your sales staff or clients)
- Logo on Event web pages with click through
- Logo on all pre-event promotion (electronic & print)
- Logo on all event programs (if applicable)
- Logo recognition on individual sponsor sign by the entertainment
- Logo recognition on sponsor signage
- Ability to provide literature and giveaways at the event
- Ability to provide input/recommendation to networking committee on type of entertainment
- Verbal recognition at event
- 1 dedicated e-blast to networking event attendees

Brochure Advertising

\$100

Contact the PHRA office if interested in advertising in the program brochure.

Door Prizes

Sponsors and winners will be recognized during the event, on the PHRA web site and in a future Perspectives publication

Executive Director: Liz Lamping

Contact Info: Office: 412-261-5537

email: LLamping@PittsburghHRA.org