



PARTNERSHIP PROGRAMS

**HIGH INTENSITY, HIGH IMPACT
EXPOSURE. POWERFUL
RESULTS.**

Our partnerships are the lifeline of our community's success.



We offer annual and single occurrence marketing opportunities designed to provide maximum reach, with flexible opportunities through our powerful media platform.



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Disclaimer:

It is at the discretion of HR Girlfriends to allow competing organizations in similar industries or verticals to participate in any given sponsorship program, paid or in-kind.

All decisions to embark on a sponsorship program are to be determined at the discretion of HR Girlfriends. HR Girlfriends reserves the right to decline a sponsorship opportunity based on, but not exclusive to, evaluation of company, brand, product, or nature of program.



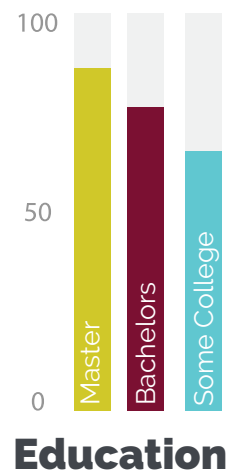
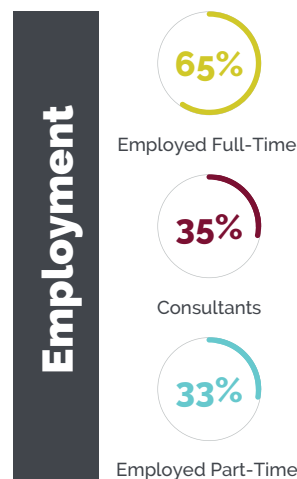
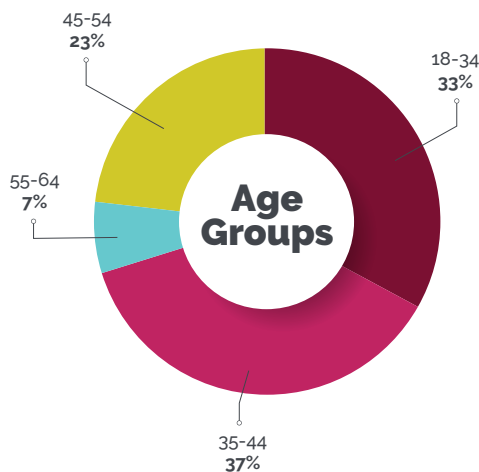
WE LOVE WHAT WE DO. IT'S A WAY OF LIFE.

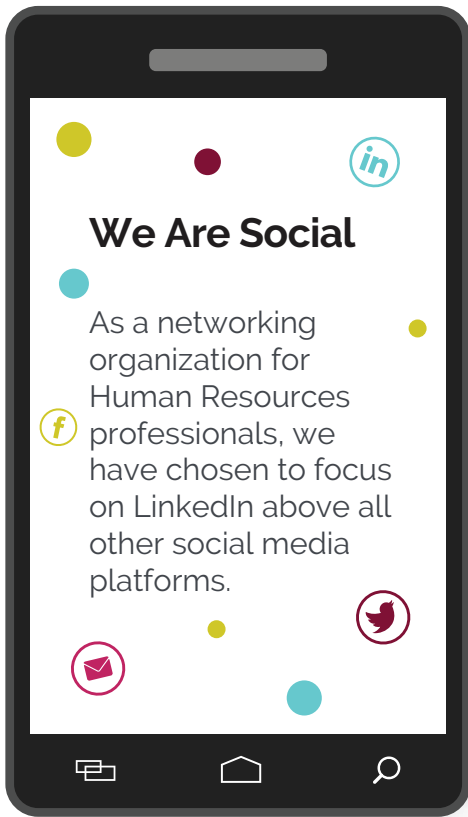
Who We Are

HR Girlfriends is an innovative platform that serves women in human resources across the globe through educational webinars, events, career and job opportunities, HRCI approved courses, coaching, networking opportunities, and more.

We are dedicated to professional development, personal growth, superior member service and satisfying our partners.

HR Girlfriends' members represent all HR disciplines including Benefits, Compensation, Training, Recruiting and Organizational Development.





WHERE WE WORK

Over 2,000 companies are represented by HR Girlfriends members including:

- ▶ Stanley Black & Decker
- ▶ Con Edison
- ▶ New York Life Insurance
- ▶ Met Life
- ▶ Randstad
- ▶ U.S. House of Representatives
- ▶ Coach Diversity Institute
- ▶ George Mason University
- ▶ Lockheed Martin Corp.
- ▶ Lee Hecht Harrison
- ▶ Time Warner Cable
- ▶ Discovery Communications
- ▶ Ernst & Young LLP
- ▶ Goodwill
- ▶ Campbell Soup Company
- ▶ Dominion Dental
- ▶ Capital One Bank
- ▶ Carr Workplaces
- ▶ Freddie Mac
- ▶ Hilton Worldwide
- ▶ Paychex
- ▶ Indeed
- ▶ Indiana University
- ▶ SHRM
- ▶ HRCI
- ▶ IN-N-OUT Burger
- ▶ Aramark
- ▶ Instacart
- ▶ National Basketball Players Association



MEET OUR CHIEF GIRLFRIEND

Sana' Rasul

Sana' Rasul is the President & Chief Girlfriend of HR Girlfriends. Her team of girlfriends consult, train, educate, develop, share, promote, and advocate for solutions in the field of human resource management.

Sana' is also a credentialed Career Strategist at TheCareerHelpDesk.com, where she has helped professionals across all industries create a next level career plan, negotiate compensation and develop strategies to land the job, not just the interview.



PARTNERSHIP PROGRAM: OVERVIEW

Awareness Programs

Website & Member Portal

- ▶ Homepage
- ◀ Member Portal
- ▶ Event Calendar
- ◀ Blogs
- ▶ Lead Magnet Content

Social Media & Email

- ▶ Sponsored Social Posts
- ◀ Newsletters
- ▶ Dedicated Content Email

Engagement Programs

Virtual Education Events

- ▶ Webinars
- ◀ Social Media Live Events
- ▶ Personal & Professional
- ◀ Branding Events

Virtual Networking Events

- ▶ Virtual Happy Hours

Major Events

- ▶ Annual Membership Drive
- ◀ Education Summits

Community Service

- ▶ Jobseeker Events
- ◀ Professional
- ▶ Development Events

Event Management

- ▶ Focus Groups
- ◀ ThinkTank Events

Conversion Programs

Solutions Partnership Programs

- ▶ Technology Solutions Partner

Corporate Programming Partnership Programs

- ▶ aPHR
- ◀ CyberSafe

AWARENESS PROGRAMS

Partnership programs to grow awareness of your brand and/or service in the HR community through engaging and informational content.

Website and Member Portal

Homepage

Sponsor a section of the HR Girlfriends homepage. Content can include your company logo, brief description of your offering and link to an external offer for the HR Girlfriends community. We only allow (1) homepage sponsor at any given time, which means your brand will be given this exclusive space available to all visitors of our website.

This is a premium sponsorship opportunity and the sponsor must provide a product, service, and/or special offer of perceived value to the HR Girlfriends online community. Examples include:

- ▶ Free membership or access to a portal with resources and/or content
- ◀ Downloadable content or resources

\$6,000 for 30 days

Membership Portal

Access an exclusive community of HR Professionals by sponsoring our Member Portal as a pop-up message or dedicated landing page message.

Content on pop-up or landing page to include your company branding, messaging and links to content, offers or products relevant to our community.

\$3,500 for 6 months
\$6,500 for 12 months



AWARENESS PROGRAMS

Partnership programs to grow awareness of your brand and/or service in the HR community through engaging and informational content.

Events Calendar

HR Girlfriends regularly hosts virtual and in-person networking events for HR professionals.

Sponsor the Events Calendar, which is featured on the HR Girlfriends event listing landing page with your company logo prominently featured.

\$5,000 for 6 months

\$9,500 for 12 months

Blogs

Utilize the knowledge and credibility of HR Girlfriends to provide valuable content for HR Professionals with sponsored blog posts. You may choose to sponsor currently scheduled or written content OR co-write content with HR Girlfriends.

Sponsor's name and/or brand will appear in blog header image and as a subtitle to blog content. Blog content to be hosted on sponsor's owned channels only or on both sponsor and HR Girlfriend's channels for even more reach.

\$500 for 500 words

\$750 for 501+ words

Lead Magnet Content (White Papers, eBooks)

Establish yourself or your brand as a thought leader in the HR space and expand your reach with powerful long-form content including white papers and eBooks.

Sponsor's name and/or brand will appear in content header image and cited as co-author. Content to be hosted on sponsor's owned channels only or on both sponsor and HR Girlfriend's channels for even more reach. Lead generation option available for an additional fee which includes the sponsor receiving the contact submissions directly.

Series of 3

\$1,500 per white paper, ebook, etc

\$2,500 for Lead Generation Add-on

AWARENESS PROGRAMS

Social Media and Email

Take advantage of the well-established and loyal HR Girlfriends' email and social media following with short-form content sponsorship opportunities.

Sponsored Social Posts

Sponsor a series of social posts with HR Girlfriends that includes your logo highlighted in the posts. Preplanned content to be on sponsor and HR Girlfriends social channels including:

- ▶ HR Girlfriends LinkedIn Group and Page
- ◀ HR Girlfriends Facebook Page
- ▶ HR Girlfriends Twitter
- ◀ Sana' Rasul's Personal LinkedIn Page

\$3,500 for 6 months (3 per month/Total of 18 post)
\$6,500 for 12 months (3 per month/Total of 36 post)

Newsletters

Sponsor a section in one of two regularly scheduled HR Girlfriends newsletters. Only one sponsor permitted per newsletter, which means your brand will be the exclusive sponsor for each newsletter. Minimum Commitment: 4 newsletters. Options include:

- ▶ The Rundown (Tuesdays)
- ◀ 3 Things (Thursdays)

\$2,000 for The Rundown
\$1,500 for 3 Things

Dedicated Content Email*

Capture the attention of the entire HR Girlfriends email list with a dedicated email. To participate in this opportunity, sponsors must provide a product, service, and/or special offer of perceived value exclusively available to the HR Girlfriends online community. Examples include:

- ▶ Free membership or access to a portal with resources and/or content
- ◀ Downloadable content or resources

HR Girlfriends features (2) dedicated content emails per month, an initial communication and a follow up communication. This is a premium sponsorship opportunity.

\$2,500 for (2) emails



ENGAGEMENT PROGRAMS

Sponsor virtual and in-person events engaging current customers and reach more of the HR community in a meaningful way.

Virtual Education Events

Partner with HR Girlfriends to engage and educate the HR professional community with a variety of virtual education event sponsorship opportunities.

All virtual education event sponsorship opportunities, outlined on pages 9-11, include the following:

- ▶ Listed as a sponsor for the event including your company logo and a link to your website on email communications, event calendar listing and any social media posts promoting the event.
- ◀ In-event acknowledgement of sponsorship (e.g. verbal remarks, a slide or other materials).

Webinars and On-Demand

Sponsor pre-planned content or previously published content from the HR Girlfriends content calendar or co-create content with HR Girlfriends to be shared in a webinar format on the HR Girlfriends platform.

All webinar recordings will be made available to HR Girlfriends members through the membership portal and/or to the general public through the HR Girlfriends website, ranging from complimentary to a nominal fee.

Pre-Planned Content:

Sponsor pre-planned educational or informational content from the HR Girlfriends content calendar. Opening, closing and exclusive marketing opportunities available.

Co-Created Content:

Co-create content with the team at HR Girlfriends on a variety of HR, business and women focused topics. This is a sole sponsorship opportunity, and will include access to the live and on-demand versions of the content.

Pre-Planned Cost:

- \$2,200 per content for EXCLUSIVE
- \$1,500 per content for OPENING
- \$1,000 per content for CLOSING
- \$1,000 for sponsor hosted replay or recording

Co-Created Cost:

- \$4,000 (includes recording)



ENGAGEMENT PROGRAMS

Social Media Live Events

Go LIVE with HR Girlfriends via a social media live stream. Sample Content formats:

- ▶ Standard 1-hour content (Interview with Key HR Leader)
- ◀ Member Highlight Q+A Interview
- ▶ Customized content

Includes pre and post-marketing across HR Girlfriends social channels, including:

- ▶ HR Girlfriends LinkedIn Group and Page
- ◀ HR Girlfriends Facebook Page
- ▶ HR Girlfriends Twitter
- ◀ Sana' Rasul's Personal LinkedIn Page

\$2,200 per event for EXCLUSIVE sponsorship
\$1,500 per event for OPENING sponsorship
\$1,000 per event for CLOSING sponsorship

Personal or Professional Branding Events

Partner with HR Girlfriends to put on a group coaching or mentor event, offered to HR Girlfriends members and followers. Attendees will be guided through a virtual education session by a credentialed coach on a variety of professional development topics.

Includes:

- ▶ Full set-up and technology
- ◀ Registration and Marketing
- ▶ Access to contact info for all registrants and attendees
- ◀ Option to submit a blog or vlog on HR Girlfriends social media and/or website as a pre- and post-marketing opportunity.

\$500 per event for Members
\$1,000 per event for Non-Members



ENGAGEMENT PROGRAMS

Virtual Networking Events

Promote authentic and meaningful networking in a virtual environment.

Virtual Happy Hour Events

Sponsor a single or series of Networking Happy Hour event(s) through the HR Girlfriends platform. Events can be regional or national dependent on the brand.

Only one sponsor permitted per networking event, which means your brand will be the exclusive partner featured at a given event.

\$800 per event

Major Events

Each year HR Girlfriends hosts an Annual Membership Drive. Offered exclusively to service providers with a national or global online presence, the Annual Membership Drive sponsor will be the exclusive sponsor for the event and featured on all event materials and highlighted during the event.

Sponsors are required to provide a tangible product/service to be raffled off during the event, and this opportunity is limited to 1 sponsor per year.

Cost Varies

Education Summits

Leverage HR Girlfriends' powerful online event platform and bring meaningful education in a virtual format with an Education Summit sponsorship. All sponsoring partners to be featured on event information page and included on marketing materials. Sponsors also receive (2) complimentary tickets to the event with exclusive networking opportunities. Expo Vendors will also receive a virtual booth (small, medium or large) to provide additional information about brand, service, product or offering.

**Expo Vendors: \$3,000 (max of 4) | Standard Sponsor: \$1,000 | Reception Sponsor: \$1,500
Stage Sponsor: \$2,000**

All costs based on (1) event.

ENGAGEMENT PROGRAMS

Virtual Community Service

Give back to the community virtually with community services events for individuals and non-profit organizations. All virtual community service sponsorship opportunities include the following:

- ▶ Pre- and post-marketing opportunities including email communications, an event calendar listing, and social media promotion.
- ◀ In-event acknowledgement of sponsorship (e.g. verbal, slide or other materials)

All virtual community service sponsorships start at \$1, with \$25 of each payment going to the selected charity. Minimum commitment varies and will be determined on a case-by-case basis.

Jobseeker Events

Sponsor education events leveraging the talents and knowledge of your organization and HR Girlfriends with content specifically catered towards job seekers, including:

- ▶ Resume Workshops
- ◀ Mock Interviews
- ▶ Job Hunting Best Practices

Cost Varies

Professional Development / Skills Events

Sponsor a virtual workshop or event meant to provide professional development opportunities for individuals and organizations in the HR space. Content will be specifically catered towards those looking to increase knowledge to grow in their career through the joint talent and knowledge of your organization and HR Girlfriends. Topics include, but are not limited to:

- ▶ Public Speaking
- ◀ Conflict Resolution
- ▶ Productivity and Time Management
- ▶ Career Advancement
- ◀ Managing People

Cost Varies

ENGAGEMENT PROGRAMS

Event Management

Cut down on the time and energy it takes to fill your event with engaged participants with an event management sponsorship. HR Girlfriends will curate a well-engaged, multi-disciplinary group of HR professionals to attend your focus group or Think Tank. Sponsors can leverage HR Girlfriend's technology platforms to host events.

Options for total event management or event participation acquisition only. Cost varies based on the type and requirements and will be determined by the sponsoring partner and HR Girlfriends.

Focus Groups

Gain powerful insights and qualitative research results with focus group participant acquisition and event management.

Cost Varies

ThinkTank Events

Take the stress out of any event, including ThinkTank events with participant acquisition and event management.

Cost Varies



CONVERSION PROGRAMS

Become a Corporate Programming Partner or Technology Solutions Partner to convert more customers.

Solutions Partnership Programs

Partner with HRGirlfriends to provide a service solution for HR professionals.

Technology Solutions Partner

Offered exclusively for technology companies and must provide a valuable solution and/or product for clients working in the HR space.

Co-marketing can include social media and newsletter promotion and virtual events to educate potential clients on the solution.

Cost Varies

Corporate Programming Partnership Programs

Promote educational and/or certification programs for HR clients with a corporate programming sponsorship.

aPHR

Sponsor the aPHR program through HR Girlfriends. The aPHR certification helps to fast-track a HR professional's career growth. Sponsor to be listed on as program content sponsor on HR Girlfriends website and password-protected Member Portal. Sponsor can also host supplementary program sessions including:

- ▶ Virtual Study / Prep Sessions
- ◀ Program Bootcamp

\$6,000 for 1 year (Premium option available)

CyberSafe

Sponsor the CyberSafe program through HR Girlfriends. The CyberSafe program teaches HR professionals how to safely protect themselves and their organizations from security threats. Sponsor to be listed as the program content sponsor on HR Girlfriends website and password-protected Member Portal. Sponsor also has the option to host virtual learning events for current and prospective clients around cyber-security, and includes:

- ▶ Courseware
- ◀ Instruction (live or scheduled on-demand)

All students of the CyberSafe program are eligible to receive a CyberSafe micro-credential. On-demand and live versions available.

\$6,000 for 1 year (Premium option available)

CITY PARTNERSHIP PROGRAMS

CITY PARTNERSHIPS

Take advantage of all the sponsorship and partnership opportunities HRGirlfriends has to offer in your city.

Annual City Sponsor

Leverage your brand through a presenting sponsorship for your designated HRG City for one year and enjoy exclusivity for your business category. Three sponsors maximum in this category.

- ▶ Your company logo will be prominently featured on the HRG City website.
- ◀ Cited as the presenting sponsor for virtual and in-person events including networking, educational community service events along with complimentary registrations. (Up to 4 events)
- ▶ Pre-planned or co-created content marketing with live and recorded webinars or webcasts. (Up to 4)
- ◀ Feature content on the HRG's city-specific social community platform. (Up to 4)
- ▶ Sponsored content posts (up to 4) and one live takeover on HRG Facebook.

Cost Varies

City Event Sponsor

Benefit from high touch, high impact city specific events attracting HR professionals representing a range of businesses and industries. Five sponsors maximum in this category.

- ▶ Sponsor virtual and in-person events including networking and community service events.
- ◀ Webinars and Webcasts with pre-planned or co-created content, specific to your city.

Cost: \$750/event

Social Community

Engage with HR professionals in your city through HRG's social community platform.

- ▶ Features one informational articles and one promotional posts.
- ◀ Host interactive discussions on pre-determined topic(s). These discussions are non-video and are similar to Twitter chats.

Cost: \$250



HRGirlfriends



PARTNER WITH US

Partner with us and propel your brand to the forefront of our dynamic, engaged membership base. We look forward to working with you in helping you to build awareness and work toward your marketing objectives.

Please reach out us today to learn more or to get started!
We look forward to connecting with you.

partnerwithus@hrgirlfriends.com