



Making
Workplaces
Great.

2022 SPONSORSHIP OPPORTUNITIES

**1,000+ client
organizations**

**4,000+ targeted
contacts in HR
Leadership,
Finance and
Employee
Benefits**

For over 100 years, ERC has been a trusted resource for organizations in Northeast Ohio and around the country. We help leaders build great workplaces through thought leadership, comprehensive data, and HR solutions that include membership, training & professional development, consultative services, and more. Committed to our region's success, ERC founded the NorthCoast 99 annual awards program and event as well as sponsors the ERHealth insurance program for Ohio employers.

ERC sponsorship is a great investment that provides targeted exposure to your buying audience, across the spectrum of the Human Resources, Employee Benefits, and Talent Management landscapes.



www.yourERC.com

ERC-PRODUCED EVENT SPONSOR

- Webinar or in-person event* features Sponsor representative as the subject matter expert
- 45-minute webinar open to ERC and Sponsor clients; Registration is complimentary; Capacity 95 guests (45 for in-person event)
- Sponsor to provide ERC with draft 200-word event description at least four weeks before event
- Promotional material created by ERC and provided to Sponsor includes Sponsor logo, final program description and social media graphics
- ERC will include the event promotion in two emails sent to ERC client audience to generate attendance; Sponsor is also encouraged to promote to their client audience
- All event production, registration and administration is handled by ERC
- Attendee list shared with Sponsor (Name, title, company, mailing address, phone)

**In-person events scheduled in accordance with CDC guidelines and are subject to change to electronic if recommended or required*

SPONSOR LISTING ON ERC'S WEBSITE

- Sponsor's logo with brief description and live link to sponsor website featured on ERC Sponsors page on ERC's website for 12 months.

ERC POLL & DATA WEBINAR SPONSOR

- Sponsor chooses from a topic selection of upcoming ERC member polls, offered bi-weekly, and coordinating poll data webinar
- Sponsor's name is featured in the poll promotional email
- Sponsor is invited to be a guest at poll webinar
- Sponsor is recognized by ERC at poll webinar
- Sponsor receives a copy of the ERC poll data report which includes participant data responses and participant demographics

SPONSOR-PRODUCED EVENT

- ERC will promote one Sponsor-hosted event in one weekly e-newsletter via a banner ad and/or calendar link, and via social media linking to Sponsor for guests to register
- Promotional content and registration link provided by Sponsor at least four weeks prior to event
- All event production, registration and administration is handled by Sponsor

SPONSOR-WRITTEN ARTICLE

- ERC will share one Sponsor-written article in one weekly e-newsletter, with link to Sponsor's website
- ERC will host the article on ERC's website blog
- ERC will share the article on ERC's social media, with link to Sponsor's website
- ERC reserves the right to approve content for alignment with ERC's newsletter audience
- Article content must be provided to ERC by Sponsor, at least three weeks prior to publication date