



*Total Rewards (Compensation, Benefits, Wellness & Talent Management)*

## ANNUAL CONFERENCE SPONSORSHIP PACKAGES

SPONSORSHIP LEVEL	Podium Time	Display Table & Retractable Banner	Business Card / Raffle	Send Info those Providing business cards	Company Name TRASF Website and Marketing materials	Complimentary Registration
<b>PLATINUM</b> \$3,000	<b>5 minutes</b> <b>Opening</b> <b>Session</b>	<b>2 Tables</b> <b>2 Banner</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes, 4</b>
<b>GOLD</b> \$2,000	<b>2 minutes</b> <b>Lunch or/</b> <b>Closing Session</b>	<b>1 Table</b> <b>1 Banners</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes, 3</b>
<b>SILVER</b> \$1000	<b>No</b>	<b>1 Table</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes, 2</b>
<b>BRONZE</b> \$500	<b>No</b>	<b>Banner only</b>	<b>No</b>	<b>No</b>	<b>Yes</b>	<b>Yes, 1</b>



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**NETWORKING SPONSORSHIP PACKAGES**

SPONSORSHIP LEVEL	Podium Time	Display Table & Retractable Banner	Business Card Raffle	Send Info those providing business cards	Company Name TRAS F Website and Marketing materials	Complimentary Registration
<b>EXCLUSIVE (1) \$1,500</b>	3 minutes	1 Table and Banner	Yes	Yes	Yes	Yes, 2
<b>PARTICIPANT PER EVENT \$500</b>	No	1 Table	Yes	No	Yes	Yes, 1

**VIRTUAL WEBINAR SPEAKING ENGAGEMENT / SPONSHIP PACKAGE**

SPONSORSHIP LEVEL	Speaking Engagement	Promotional Logo on Virtual Webinars	Webinar Presentation	TRAS F Website Sponsorship Logo	Marketing on social media & mass mailing	Attendee list with attendee approval only
<b>VIRTUAL \$500</b>	Webinar	Yes	Yes	No	Yes	Yes
<b>VIRTUAL (1 Year) \$900 + 1 Membership</b>	Webinar	Yes	Yes (1)	Yes	Yes	Yes

# Guidelines for Sponsors

Thank you for your interest in partnering with Total Rewards Association of South Florida (TRASF) TRASF in a sponsorship opportunity. Sponsorships supports our mission to serve our membership and the HR community at large, delivering programming to further professional development and networking objectives.

Total rewards encompasses six components: compensation, benefits, work-life effectiveness, recognition, performance management and talent development that collectively define an organization's strategy to attract, motivate, retain and engage employees.

Together, these components represent the tool kit from which an organization chooses to offer and align a value proposition that results in satisfied, engaged and productive employees who, in turn, create desired business performance and results.

## **Virtual Sponsorship Guidelines & Criteria:**

- Sponsors must provide, content, logo, head shot of speaker and completed application. Speaker must log on 15 minutes prior to virtual event.
- Sponsorship is open to companies that meet our criteria; and whose services and/or products have appeal and value to TRASF's membership and the employee population they serve.
- Priority will be given to sponsors that reinforce TRASF's mission and whose products or services address a common need of the membership in the field of compensation, benefits, and/or total rewards; and the field of employee motivation, morale and behavior related to compensation, benefits, and total rewards.
- Sponsorships related to candidates running for office or political organizations cannot be fulfilled.
- TRASF cannot promote, acknowledge exclusivity, or recommend a sponsor or their products or services. We can acknowledge a sponsor's contribution or "support".

## **Advertising Sponsorship Guidelines & Criteria:**

- The sponsor's logo with website link will appear on the Sponsorship page of the TRASF website in accordance with the sponsorship level selected.
- The sponsor's logo including a link to the company's website will be included in e-mail blasts in accordance with the sponsorship level selected.

## **In Person Event Sponsorship Scheduling Information:**

- Sponsorships will be confirmed through TRASF's VP of Sponsorship or designee.
- Announcements made by the sponsor during podium time will be delivered in a neutral language that does not endorse, promote or call to action, but rather, shares information about the company's products and/or services.
- Confirmed event sponsorships (at all levels) may provide promotional literature. In addition, attendees who provide business cards/contact information directly to the sponsors may be contacted by the sponsors. Raffles are encouraged.
- TRASF does not make available or sell our membership or attendees list.
- Sponsors' designated representative is asked to arrive at the meeting no later than 60 minutes prior to the onsite meeting.