



## Sponsorship Opportunities

Society for Human Resource Management's  
Best Places to Work in Maine

*In conjunction with:*

Employment Times & HR Times  
Mainebiz  
Maine State Chamber of Commerce  
Maine Development Foundation

## Best Places to Work in Maine Program Sponsor - **SOLD**

### Exclusivity

- ✓ Limited to **one** sponsor in order to maximize the Sponsor's visibility and preserve value; assigned on a first-come basis
- ✓ First right of refusal for 2011

### Pre-event Marketing

- ✓ Logo in event promotional advertising
  - Online ads on mainebiz.biz, Portlandbiz, and The Daily (when available)
- ✓ Logo on event registration form
- ✓ Logo on invitations to the event (# mailed tbd)
- ✓ Sponsor name in press release sent to media outlets statewide
- ✓ Logo on BPTW website

### Event Marketing

- ✓ Signage at the Reception and Dinner
- ✓ Table for promotional materials
- ✓ Complimentary table for ten
- ✓ Company logo in a PowerPoint Presentation

### Post-event marketing

- ✓ List of attendees provided to the Sponsor
- ✓ One full pg, color ad in the *2010 Best Places to Work: Annual Report*, distributed to:
  - 30,000 Mainebiz readers
  - 6,000 copies distributed through the Employment Times
  - 1,500 copies distributed at the event

### Terms

- ✓ Investment is **\$4,500**
  - Sponsorship will be invoiced

# Best Places to Work in Maine Awards Banquet Sponsor

## – 1 OF 4 SOLD

### Exclusivity

- ✓ Limited to **four** sponsors in order to maximize each Sponsor's visibility and preserve value; assigned on a first-come basis
- ✓ All sponsors have industry/category exclusivity; assigned on a first-come basis
- ✓ First right of refusal for 2011

### Pre-event Marketing

- ✓ Logo in event promotional advertising
  - Online ads on mainebiz.biz, Portlandbiz, and The Daily (when available) will direct traffic to Best Places landing page, featuring your logo
- ✓ Logo on invitations to the event (# mailed tbd)
- ✓ Sponsor name in press release sent to media outlets statewide
- ✓ Logo on BPTW website

### Event Marketing

- ✓ Introduction at dinner
- ✓ Signage at the Reception and Dinner
- ✓ Table for promotional materials
- ✓ Complimentary table for ten
- ✓ Company logo in the PowerPoint Presentation

### Post-event marketing

- ✓ List of attendees provided to the Sponsor
- ✓ One ¼ pg, color ad in the *2010 Best Places to Work: Annual Report*, distributed to:
  - 30,000 Mainebiz readers
  - 6,000 copies distributed through the Employment Times
  - 1,500 copies distributed at the event
- ✓ Recognition in all marketing of the event
- ✓ Signage at the Reception and Dinner
- ✓ Promotional material in a PowerPoint Presentation
- ✓ Table for promotional materials
- ✓ Acknowledgment in BPTW promotional materials
- ✓ Acknowledgment on BPTW web-site.
- ✓ Recognition in the BPTW Publication

### Terms

- ✓ Investment is **\$2,500**
  - Sponsorship will be invoiced

## Best Places to Work in Maine Nametag Sponsor - **SOLD**

### **Exclusivity**

- ✓ Limited to **one** sponsor; assigned on a first-come basis
- ✓ First right of refusal for 2011

### **Event Marketing**

- ✓ Logo on nametags
- ✓ Signage at the Reception and Dinner
- ✓ Two sponsor badges
- ✓ Two sponsor dinner tickets
- ✓ Company logo in the PowerPoint Presentation

### **Terms**

- ✓ Investment is **\$1,000** net with signed insertion order
  - Sponsorship will be invoiced

## **Best Places to Work in Maine Photographer/Videographer Sponsor - AVAILABLE**

### **Exclusivity**

- ✓ Limited to one sponsor; assigned on a first-come basis
- ✓ First right of refusal for 2011

### **Event Marketing**

- ✓ Signage at the Reception and Dinner
- ✓ Two sponsor badges
- ✓ Two sponsor dinner tickets
- ✓ Company logo in the PowerPoint Presentation

### **Post-event marketing**

- ✓ Logo on DVD

### **Terms**

- ✓ Investment is **\$1,000** net with signed insertion order
  - Sponsorship will be invoiced

## **Best Places to Work in Maine – 3 of 10 SOLD** **Cocktail Reception Sponsor**

### **Exclusivity**

- ✓ Limited to ten sponsors in order to maximize sponsors' visibility and preserve value, assigned on a first-come basis
- ✓ First right of refusal for 2011 Cocktail Reception Sponsor

### **Event Marketing**

- ✓ Signage at the reception
- ✓ Two sponsor badges
- ✓ Two sponsor dinner tickets

### **Terms**

- ✓ Investment is **\$500**
  - Sponsorship will be invoiced

# **Best Places to Work Sponsorship/Exhibitor Registration Form**

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Company Name

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Contact Person

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Address

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City, State, Zip

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Email

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Sponsorship Level

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Amount Enclosed

**Please mail this completed Sponsorship form, your Sponsor/Exhibitor  
selections, along with your check, payable to:**

**SHRM Maine State Council  
Attn: BPTW Committee  
BPTW Program  
PO Box 1054  
Lewiston, ME 04243-1054**