



———— 2021 ————

SPONSORSHIP GUIDE

HONORING 99 GREAT NORTHEAST OHIO
WORKPLACES FOR TOP TALENT



About NorthCoast 99

NorthCoast 99 is an annual recognition program that honors 99 great Northeast Ohio workplaces for top talent. The program, now in its 23rd year, was founded and is produced by ERC, with the support of our sponsors.

Since 1920, ERC has provided people data and HR services to help leaders make better decisions. Through our certified HR advisors, we offer compensation benchmarking and data, workplace polls and surveys, employee development, networking, and cost savings opportunities. ERC also sponsors the ERChealth insurance program for Ohio employers.

Whether held virtually or in-person, the NorthCoast 99 Awards Event sells out annually and has been recognized as Northeast Ohio's 'Best HR Event' by CBC Magazine. The celebration features exciting, memorable entertainment and distinguished keynote speakers.

WHY SPONSOR?

NorthCoast 99 sponsorship offers you a unique opportunity to affiliate your organization with 99 of Northeast Ohio's top-performing workplaces, their executive management, and their many thousands of employees.

This program combines a highly anticipated event and networking experience, with yearlong brand marketing both online and in print. The NorthCoast 99 Partnership Package was recently valued by an independent marketing firm at over \$30,000, providing an uncommon return on sponsor investment.

WHO PARTICIPATES IN NORTHCOAST 99?

Hundreds of Northeast Ohio's top organizations apply for this award. Owners, Presidents and senior Human Resource Executives recognize winning as affirmation that they have a workplace that supports the attraction, development, and retention of top performers.

NorthCoast 99 has become one of the most sought-after awards in the region and is used as an essential part of our winners' branding campaigns and recruitment efforts.

For the 99 organizations that win, the annual awards event draws over 800 key decision-makers and high-performing employees to network and celebrate.



Signature Partnership

Includes NorthCoast Major Sponsorship and ERC Preferred Partnership

- Year-long industry exclusivity for services promoted through the Partnership.
- NorthCoast 99 Major Sponsorship:
 - Partner receives six complimentary tickets to the Annual Award event for key employees, who will network during the invitation-only reception, then host six tables of winning organizations during the event. This provides an outstanding opportunity to meet new contacts and form new business relationships. Additional tickets can be purchased at cost. If event is held virtually, Partner receives unlimited event admissions.
 - Partner's logo will be included in the NC99 event presentation.
 - Partner's name will be included on all winner award lithographs, which are displayed in 99 of Northeast Ohio's best workplaces.
 - Partner's name will be included on the award application.
 - Partner will be provided with application promotional materials that include Partner's branding. Partners are encouraged to promote the application to their client base.
 - Partner logo, contact information, and description of services will be included in the event program, which is distributed to more than 800 event attendees.
 - Partner's name will be included in all NorthCoast 99 news releases.
- Branded page on ERC (www.yourERC.com) and NorthCoast 99 (www.NorthCoast99.org) websites, which include service description, Partner's contact information and link to Partner's website.
- Partner representative serves as an expert panelist or speaker in at least one ERC-produced client event or training program.
- One ERC Bi-weekly Poll Sponsorship – Sponsor can add two custom questions based on relevance to poll topic. Response data will be shared with Partner.
- Two back-to-back banner ads in ERC weekly e-newsletter with timing and content designated by Partner.
- Annual planning and update conversation which includes access to ERC HR Advisors and marketing leaders.
- Invitation for two leaders from Partner to attend all Partner and NorthCoast 99 sponsor events, and designated ERC and ERChealth client events.
- Direct referrals to Partner designated contact from ERC staff, when clients have needs related to Partner's services or expertise.
- When Partner shares content with ERC, ERC will include one Partner-provided article in our weekly e-newsletter. ERC reserves the right to approve content for alignment with ERC's newsletter audience.
- ERC will solicit Partner for subject matter expertise in one ERC-produced blog post, based on Partner's alignment with blog content.
- ERC will electronically promote up to 10 Partner-produced events per year upon request. Promotional content and request to be provided by Partner at least three weeks prior to event.
- Signature Partners receive first right of refusal on annual partnership commitment.

Annual Signature Partnership investment: \$19,500. Optional add-on: Annually receive the ERC Member list and NorthCoast 99 Winner list with contact info of primary contact (name, title, company, address, phone). Additional Investment \$4,000. Semi-annual installment payment is available by request.





NorthCoast 99 Partnership

Includes NorthCoast 99 Sponsorship Only

- Year-long industry exclusivity for services promoted through the Partnership.
- Partner receives six complimentary tickets to the Annual Award event for key employees, who will network during the invitation-only reception, then host six tables of winning organizations during the event. This provides an outstanding opportunity to meet new contacts and form new business relationships. Additional tickets can be purchased at cost. If event is held virtually, Partner receives unlimited event admissions.
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- Partner's name will be included on all winner award lithographs, which are displayed in 99 of Northeast Ohio's best workplaces.
- Partner's name will be included on the award application.
- Partner provided with application promotional materials that include Partner's branding. Partners are encouraged to promote the application to their client base.
- Partner logo, contact information, and description of services will be included in the event program, which is distributed to more than 800 event attendees.
- Partner's name will be included in all NorthCoast 99 news releases.
- Branded page on NorthCoast 99 (www.NorthCoast99.org) website, which includes service description, Partner's contact information and link to Partner's website.
- Invitation for two leaders from Partner to attend all NorthCoast 99 sponsor events.
- ERC will electronically promote up to 10 Partner-produced events per year upon request. Promotional content and request to be provided by Partner at least three weeks prior to event.
- NorthCoast 99 Partners receive first right of refusal on annual partnership commitment.

Annual NorthCoast 99 Partnership investment: \$15,000. Optional add-on: Annually receive the NorthCoast 99 Winner list with contact info of primary contact (name, title, company, address, phone). Additional Investment \$2,000. Semi-annual installment payment is available by request.

Interested in Partnering?

Please contact ERC Member Service Director, Sam Marx, at smarx@yourERC.com or 440-947-1287 for more information.

