



———— 2022 ————

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 24th 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 ERChhealth 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.

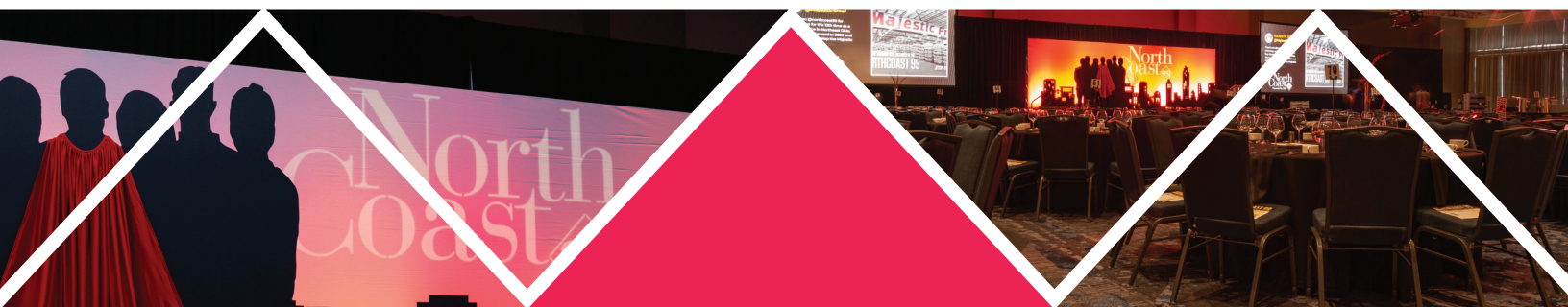
This program combines a highly anticipated event and networking experience, with yearlong brand marketing both online and in print. The NorthCoast 99 Diamond Package was recently valued by an independent marketing firm at over \$30,000, providing an uncommon return on sponsor investment.

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 key decision-makers and high-performing employees to network and celebrate.



Diamond Sponsor

- Yearlong industry exclusivity for services promoted through Sponsorship.
- Six (6) complimentary tickets to the annual awards program and event for key employees, who will network during the invitation-only reception and 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, Sponsor receives unlimited event admissions.
- Logo included in the NorthCoast 99 event presentation.
- Name included on all Winner award lithographs, which are displayed in Northeast Ohio's best workplaces.
- Name included on the award application.
- Logo included on NorthCoast 99 event invitation.
- Logo, contact information, and description of services included in the event program and virtual event program, which are distributed to all event attendees.
- Name included in the Winners' Branding Kit and in the branded news release.
- Logo, service description, and link to Sponsor's website published on NorthCoast 99 website (www.NorthCoast99.org).
- Two (2) complimentary tickets to attend all NorthCoast 99 Sponsor events.
- ERC will electronically promote up to 10 Sponsor-produced events per year upon request. Promotional content and request to be provided by Sponsor at least three weeks prior to events.
- Complimentary Winner Practices Report (for internal use only).
- NorthCoast 99 Winner list with contact information for primary contact (name, title, company, address, and phone number).
- Name recognition by emcee during the awards event.
- Social media promotion via NorthCoast 99 Twitter.
- NorthCoast 99 application promotional materials that include Sponsor's branding. Sponsors are encouraged to promote the application to their client base.
- 30-minute marketing consultation with the NorthCoast 99 committee on how to fully leverage sponsorship.
- First right of refusal on annual sponsorship commitment.

Annual NorthCoast 99 Diamond Sponsorship investment: \$15,000.
Semi-annual installment payment is available by request.
Installment payments must be paid in full by August 1st.





Silver Sponsor

- Two (2) complimentary tickets to the annual awards program and 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, Sponsor receives unlimited event admissions.
- Logo included in the NorthCoast 99 event presentation.
- Logo included in the event program and virtual event program, which are distributed to all event attendees.
- Logo included on NorthCoast 99 event invitation.
- Logo displayed on NorthCoast 99 website (www.NorthCoast99.org).
- Two (2) complimentary tickets to attend all NorthCoast 99 Sponsor events.
- ERC will electronically promote one (1) Sponsor-produced event per year upon request. Promotional content and request to be provided by Sponsor at least three weeks prior to event.
- Complimentary Winner Practices Report (for internal use only).
- Name recognition by emcee during the awards event.
- Social media promotion via NorthCoast 99 Twitter.

Annual NorthCoast 99 Silver Sponsorship investment: \$7,500. Optional add-on: NorthCoast 99 Winner list with contact information for primary contact (name, title, company, address, and phone number). Additional investment: \$2,000.

Bronze Sponsor

- Two (2) complimentary tickets to the annual awards program and 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, Sponsor receives unlimited event admissions.
- Logo included in the NorthCoast 99 event presentation.
- Logo included in the event program and virtual event program, which are distributed to all event attendees.
- Logo included on NorthCoast 99 event invitation.
- Name listed on NorthCoast 99 website (www.NorthCoast99.org).

Annual NorthCoast 99 Bronze Sponsorship investment: \$2,500.

Interested in Partnering?

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

