



Global Payroll Week (GPW) Benefits:

Global Payroll Week's mission is to recognize and celebrate the efforts of payroll professionals to keep the world paid and increase their skill level through education, training and networking.

- Corporate logo with linked URL on the GPW dedicated webpage at <https://www.gpminstitute.com/education-events/global-payroll-week>.
- Logo inclusion including linked URL on the 2021 "Getting the World Paid" industry survey.
- Logo inclusion and verbal acknowledgment of sponsor in "Getting the World Paid" survey reveal findings GPMI webinar during the week of GPW.
- Individually tagged social media acknowledgment of sponsor from GPMI in at least two posts respectively on LinkedIn, Twitter, and Facebook from March through June and tagged with #globalpayweek.
- In April, a GPW Social Media Messaging Toolkit will be provided featuring pre-made GPW related messaging as well as accompanying graphics for #globalpayweek posts to sponsor's social media accounts.
- Logo placement on all GPW-related marketing materials including emails, video, and print.
- Linked logo placement in at least two GPW-related articles appearing in the Global Payroll Magazine section of the GPMI website.
- Custom GPW Sponsor digital badge that can be placed on sponsor's website, employee's email signature line or other locations.
- Acknowledgement of sponsor in a general press release distributed to targeted media contacts around the world prior to GPW. Will contain embedded URL directing to sponsor's website or other desired web address of sponsor's choosing.
- At the Global Payroll Management Forum special signage at booth in expo and ribbon for badge identifying their status as GPW sponsor.
- Ability to comment on survey findings for an article on survey appearing in the Global Payroll Magazine section of the GPMI website with backlinks to their website included.