



10th Anniversary
SWEL
Sacramento Workplace Excellence Leader Awards

Sponsorship Opportunities

Join with us in paying tribute to extraordinary employers within the greater Sacramento area

April 18, 2012

Sacramento Hyatt Regency Hotel

Presented by



THE SACRAMENTO BEE
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*Join with us in paying tribute to **extraordinary** employers within the greater Sacramento area.*

The Sacramento Area Human Resource Association (SAHRA) in partnership with *The Sacramento Bee* invites you to be a sponsor for the Sacramento Workplace Excellence Leader Awards (SWEL). Celebrating our tenth anniversary, this annual event recognizes outstanding organizations in the greater Sacramento area. The Tenth Annual SWEL Awards will be held on Wednesday, April 18, 2012 at the Hyatt Regency Hotel in Sacramento.

This unique sponsorship opportunity will provide incredible public exposure and tie your organization with the most innovative companies in the Sacramento region. As part of *The Sacramento Bee's* commitment to SWEL, a special supplement section of *The Sacramento Bee* will be printed and distributed at the close of the SWEL awards and inserted the next day into *The Sacramento Bee*, with a readership of approximately 600,000 daily. An ad in this supplement is part of each sponsorship level.

***Extraordinary** employers are those that provide exceptional benefits, programs and training. **Extraordinary** workplaces are those that promote employee health, safety, advancement, diversity and security.*

*The Sacramento Workplace Excellence Leader Awards offers you an **extraordinary** opportunity to be visible to the CEO's, HR staff and decision makers of the business community in the greater Sacramento area.*

NEW SPONSORSHIP OPPORTUNITIES:

For those who would like to *maximize exposure* to SAHRA members and the greater Sacramento community, please consider sponsoring both SWEL and the SAHRA Annual Conference 2012 at the Gold (\$8,000) or Silver (\$3,750) level for both events. You will receive all the benefits listed at a reduced rate. You will also receive a booth at the Annual SAHRA Conference in September, along with many other advertising opportunities. In addition, we are offering the opportunity to sponsor specific items/functions at the event, i.e. Floral Centerpieces, Awards, Welcome Reception.

If you are interested in any of these specific sponsorship opportunities or the joint sponsorship of SWEL and 2012 Conference, please contact the SAHRA office at (916) 451-9031.

Sponsorship Levels

GOLD SPONSOR ★ \$5000

Benefits:

- ★ Full page color ad in the Special Supplement of *The Sacramento Bee*
- ★ Name and logo in print and media (based on time of commitment) including SAHRA's ad in *The Sacramento Bee* and invitation to participants
- ★ Name and logo hot link on the SAHRA and *The Sacramento Bee* SWEL web pages
- ★ 30,000 Impressions on Sacbee.com
- ★ Half page ad in the event program
- ★ Name and logo prominent at event
- ★ Presentation of award at event
- ★ NEW BENEFIT: Opportunity to contribute promo item for SWEL Swag Bag
- ★ Display table at event
- ★ Premier seating at reserved table (10 tickets) with sign at the event
- ★ Repeated exposure to over 700 HR professional members
- ★ NEW BENEFIT: Free 1-year SAHRA membership

SILVER SPONSOR ★ \$2500

Benefits:

- ★ Half page color ad in the Special Supplement of *The Sacramento Bee*
- ★ 30,000 Impressions on Sacbee.com
- ★ Organization name in event program
- ★ Reserved table (10 tickets) with sign at the event
- ★ Preferred seating at event based on time of commitment
- ★ NEW BENEFIT: Opportunity to contribute promo item for SWEL Swag Bag
- ★ Name on SAHRA SWEL web page
- ★ Repeated exposure to over 700 HR professional members
- ★ NEW BENEFIT: Free 1-year SAHRA membership

TABLE SPONSOR ★ \$1500

Benefits:

- ★ Color display ad in the Special Supplement of *The Sacramento Bee*
- ★ 30,000 Impressions on Sacbee.com
- ★ Organization name in event program
- ★ Reserved table (10 tickets) with sign at the event
- ★ Repeated exposure to over 700 HR professional members

If you are interested in specific sponsorship opportunities, i.e. Floral Centerpieces, Awards, Welcome Reception, please contact the SAHRA office.

Sponsorship Registration

To sponsor, complete the following information and fax to SAHRA at 916-451-9150.

Early response will guarantee the maximum visibility in marketing materials.

Please respond by February 24, 2012.

I am interested in the following sponsorship:

- Gold Sponsor – \$5,000 (4620)
- Silver Sponsor – \$2,500 (4670)
- Table Sponsor – \$1,500 (4680)
- Gold SWEL & Conference Sponsor – \$8,000
- Silver SWEL & Conference Sponsor – \$3,750

ORGANIZATION NAME

CONTACT PERSON

ADDRESS

CITY, STATE, ZIP

TELEPHONE	FAX
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EMAIL ADDRESS

CHARGE MY	TOTAL AMOUNT
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard	\$

CREDIT CARD NUMBER

SIGNATURE

EXP DATE	VERIFICATION CODE	BILLING ZIP
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MAIL OR FAX REGISTRATION TO:



SAHRA - SWEL Awards
950 Glenn Drive, Suite 150, Folsom, CA 95630
Fax: 916-451-9150



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www.sahra.org

For more information, call SAHRA at 916-451-9031



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Sacramento Area
Human Resource Association
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