

CONTENT & CONNECTIVITY HUMAN RESOURCES ASSOCIATION



C2HR

*Sponsorship
Opportunities*



Meet Our Members

C2HR is a nonprofit, professional association dedicated to advancing the knowledge, careers and business impact of HR professionals across the media, entertainment and technology industries. By supporting the learning and development of our membership community, you'll build visibility for your brand and connect with decision makers from more than 50 companies:

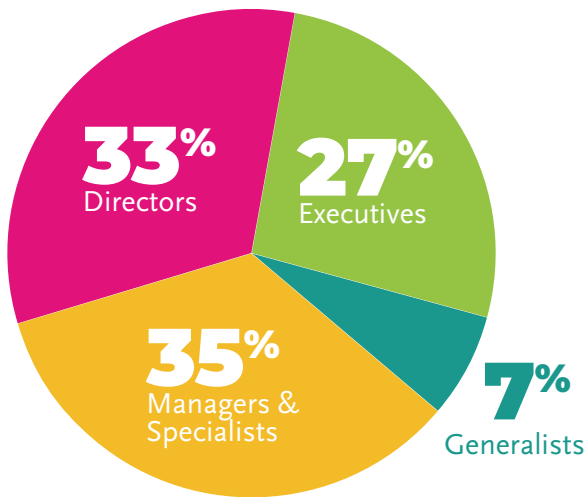


Reach A Targeted Audience

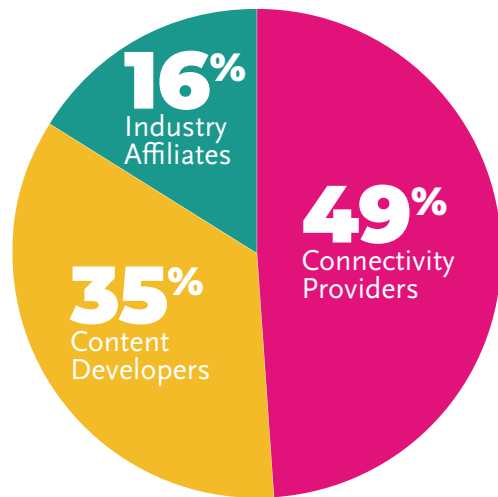
Our 4,800 members include all levels of human resources, from CHROs to HR generalists. Together, they are elevating the employee experience and shaping the future of work.

95%
Decision Makers
& Influencers

Members By Job Title



Members By Sector



Statistics compiled from 2023 C2HR CON attendee data.

Key Functions of C2HR Members



Gain High-Impact Visibility

In an industry that thrives on innovation, ongoing learning and development is critical. C2HR's sponsors recognize the importance and value of industry-specific educational programs, benchmarks and resources for human resources professionals. As a result, sponsors receive recognition across C2HR's portfolio of programs and offerings.

Logo Visibility

- The C2HR.org website which averages 1,100 unique visitors a month.
- The C2HRCON.org website which peaks at 900 unique monthly visitors in July.
- 10+ issues of [HR Pulse newsletter](#) which is distributed to C2HR's 4,800 members.
- 20+ member email communications focused on learning and development opportunities including member perks, the HR Learning Series and C2HR CON.
- LinkedIn posts to the C2HR account which has 1,500+ followers.
- A PowerPoint slide during the opening remarks of the C2HR CON general sessions.
- The online [HR Partner Directory](#).

Targeted Audience

- 4,800 human resources professionals.
- 50+ companies across the technology, media and entertainment industry.
- 95% of our C2HR CON attendees and 55% of our members are managers, directors and executives who make or influence key buying decisions for their organizations.

Exclusive Opportunities

- A thought leadership article published in HR Pulse e-newsletter.
- For sponsors at the \$5000+ level, a dedicated email delivered to our 4,800 members to promote your company's product/service and recognition as a sponsor of the HR Learning Series live and on demand webinars.
- For sponsors at the \$7,500+ level, C2HR will showcase your sizzle video during the C2HR CON.



For more information, please contact:

Parthavi Das | C2HR Executive Director | pdas@C2HR.org | 630.599.7120

Sponsorship Tiers

BENEFITS	CHAMPION	ELEVATE	EMPOWER	ENGAGE
Logo placement is prioritized by tiers, and logos are featured in alphabetical order within each tier.	\$10,000	\$7,500	\$5,000	\$2,500
C2HR CON: Showcase of a sizzle video	120 Seconds	60 Seconds		
C2HR CON: Sponsorship of a networking event	Welcome Reception & Awards Luncheon	AM and PM Refreshment Breaks	Breakfast	
HR Pulse newsletter: Banner ad with hyperlink	4 Insertions	2 Insertions	1 Insertion	
Recognition as HR Learning Series Sponsor	•	•	•	
Distribution of HTML email to C2HR's 4,800 members	QTY 4	QTY 2	QTY 1	
C2HR CON: Complimentary registrations	QTY 5	QTY 3	QTY 2	QTY 1
Logo and company tag featured in a LinkedIn post	QTY 12	QTY 6	QTY 4	QTY 1
C2HR CON: Logo featured in attendee communications	•	•	•	•
C2HR CON: Tabletop exhibit	•	•	•	•
HR Pulse newsletter: Invitation to submit a thought leadership article	•	•	•	•
HR Pulse newsletter: Logo in all 10+ issues	•	•	•	•
Logo on every page of C2HR.org and C2HRCON.org websites	•	•	•	•
Listing in the HR Partner Directory at C2HR.org	•	•	•	•



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SPONSOR COMMITMENT FORM

- | | |
|-----------------------------------|----------|
| <input type="checkbox"/> CHAMPION | \$10,000 |
| <input type="checkbox"/> ELEVATE | \$7,500 |
| <input type="checkbox"/> EMPOWER | \$5,000 |
| <input type="checkbox"/> ENGAGE | \$2,500 |

Contact Information

Please specify company name exactly as it should appear in all C2HR materials.

Company: _____

Name: _____

Title: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Payment Information

PAY BY CHECK:

Make check payable to **Content & Connectivity HR**

Mail check and this form to:

C2HR, 1717 Naper Boulevard, Suite 200-20, Naperville, IL 60563

PAY BY CREDIT CARD:

If you would like to pay via credit card, please contact Parthavi Das at pdas@c2hr.org for a secure credit card payment link.

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