

**THE GOLD PACKAGE** enables companies to provide additional professional development, industry-wide recognition and strategic networking opportunities for their employees. It facilitates increased participation at HBA's flagship events, including the Woman of the Year award event, the Annual Conference and the Building Better Business Connections (3BC) executive event.

### FOR A \$25,000 (€21,008) INVESTMENT, THE GOLD PACKAGE INCLUDES\*

The ability to designate up to **40 employees as HBA members**. Unlimited additional employees can purchase 12-month memberships at a 25 percent discount.

**30 passes** to the HBA's renowned Career Conversations live webinar series focusing on timely, relevant content (four webinars in 2021 = 120 passes).

**Complimentary access** to five pre-recorded webinars of your choice from a list of available webinars. This package also offers recordings of HBA's popular "mentoring" and "best practices for internal women's network" webinars for each designee.

**Two individual award winners** designated as either a **Rising Star or Luminary** which includes significant year-long visibility.

**Five registrations** to the HBA's Annual Conference.

Exclusive opportunity for advance purchases of up to **five tables** at the HBA's annual Woman of the Year event.

**Two invitations** to the HBA's exclusive Building Better Business Connections (3BC) executive event.

**A 50 percent discount** on the submission fee for the HBA's ACE Awards – an annual awards program recognizing innovative internal women's initiatives.

HBA Ambassador Program at up to **two locations**. These programs leverage the experience, resources and access that the HBA has within and across the industry and frequently complement (and/or collaborate with) internal women's networks and/or employee resource groups.

A **personal, assigned account manager** to guide you through the partnership, ensuring satisfaction and engagement expectations are met.

**Industry-wide recognition and access to industry leaders by way of, but not limited to:**

- Brand exposure to 2.5 million annual website visitors through your hyperlinked company logo
- Visibility in front of HBA's 30,000+ social media followers via welcome recognition and call outs
- Articles or features in HBA's digital media
- Recognition in the *HBAAddsValue* – HBA's bimonthly newsletter for corporate partners
- Opportunity for association leadership positions at the local, regional and global level, which may include branded volunteer awards

To join our United Force for Change, email the agreement to [CorporatePartners@HBA.net](mailto:CorporatePartners@HBA.net) or call (973) 575-0606.



\*Each package is customizable to meet your company's needs.