

THE PURPLE PACKAGE is the ideal fit for organizations looking to leverage the global reach of the HBA to help extend their internal employee development programs across their global points of presence.

This package provides ample access to the HBA's signature events and virtual training programs to maximize participation across a large employee population.

FOR A \$50,000 (€42,017) INVESTMENT, THE PURPLE PACKAGE INCLUDES*

The ability to designate up to **115 employees as HBA members**. Unlimited additional employees can purchase 12-month memberships at a 50 percent discount.

50 passes to the HBA's renowned Career Conversations live webinar series focusing on timely, relevant content (four webinars in 2021 = 200 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.

Seven registrations to the HBA's Annual Conference.

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

Four 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.

One month of advertising on the HBA website reaching 200,000 monthly visitors.

HBA Ambassador Program at up to **three 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 *HBA Adds Value* – 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 or call (973) 575-0606.



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