

THE SILVER PACKAGE offers the perfect balance of memberships and professional development training opportunities, supplemented by visibility via the HBA's award programs and subject matter expertise support. Silver corporate partners enjoy exclusive invitation-only programs that offer access to learnings and best practices across the industry.

FOR A \$15,000 (€12,605) INVESTMENT, **THE SILVER PACKAGE INCLUDES***

The ability to designate up to **20 employees as HBA members**. Unlimited additional employees can purchase 12-month memberships at a 15 percent discount.

15 passes to the HBA's renowned Career Conversations live webinar series focusing on timely, relevant content (four webinars in 2021 = 60 passes).

Complimentary access to four 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.

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

Three registrations to the HBA's Annual Conference.

Exclusive opportunity for advance purchase of **one table** at the HBA's annual Woman of the Year event.

One invitation 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 **one location**. This program leverages the experience, resources and access that the HBA has within and across the industry and frequently complements (and/or collaborates 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.