



Human Resources
Professionals
Association

Battling Systemic Racism in the Workplace

*An Extended Conversation with HR
and Business Leaders, including
4 Live Webcasts*



As organizations struggle to navigate the challenging terrain related to understanding, addressing, and confronting systemic racism, HRPA is pleased to bring you this important ongoing conversation on Battling Systemic Racism in the Workplace.

Developed in partnership with Williams HR Consulting Inc., the event will take place over several weeks and will examine the history of the Black Lives Matter movement and will explore root causes of systemic racism. A panel of experts will share their lived experiences, perspectives, and practical approaches on confronting systemic racism in the workplace.

HRPA members will continue the conversation between live webcasts and share experiences and resources via the **HRPA Community of Practice**.

[Visit our website](#) to register

WHY SPONSOR THE BLM EVENT?

Society is calling on all organizations to make tangible contributions to promote social justice and achieve racial equality in the workplace.

Sponsorship of this event will demonstrate your organization's active support as a corporate ally.

SPONSOR BENEFITS

- Align your brand with Canada's largest HR organization that champions regulated HR Professional excellence.
- You have an unparalleled opportunity to connect with an exclusive, highly engaged audience of thousands of validated HR Professionals and decision makers – the most coveted in Ontario.
- Raise brand awareness.
- Connect with attendees and secure the opportunity for follow up to support sales and leads.
- Promote your brand via HRPAs digital platforms and reach HR Professionals, HR students and business leaders across the province.

24,000+ Members and Students
 24,000+ Weekly email impressions
 40,000 Monthly Website Visits
 82,000+ Social Audience

EVENT KICK OFF: SEPTEMBER 28TH

September 28 2020: Awakening the Need for Change
October 14 2020: What is Systemic Racism
November 2 2020: Policies, Practices and Pitfalls
November 26 2020: Unconscious Bias
September - November: Extended Audience Conversations for HRPAs members
Duration: 1:00pm-2:30pm (ET)
Audience: All level of HR Professionals
Attendance: 1000+ (per event)

SPONSORSHIP OPPORTUNITIES AND RATES:

With the support of our generous sponsors, HRPAs can offer this event complimentary for HRPAs members

Benefits	Title Sponsor (including 4 live webcasts) \$8,000	Supporting Sponsor (including 4 live webcasts) \$6,000	Community Sponsor (including 4 live webcasts) \$4,000
Recognition as the Title partner of the event*	✓		
Logo on HRPAs BLM community discussion forum with link to website	✓		
Verbal recognition during live webcasts by host	✓		
Logo on webcast agenda	✓	✓	
Webcast attendee list	✓	✓	
Advertisement in HRPAs newsletter	3	2	1
Recognition in 2 social media posts	✓	✓	✓
Logo on event and webcast registration pages	✓	✓	✓
Logo recognition in thank you on HRPAs social media channels	✓	✓	✓
Logo recognition in post event thank you email to event attendees	✓	✓	✓
Logo on webcast slides	✓	✓	✓

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