



SPECIAL CATEGORY WINNER

SKODA MINOTTI
NORTH COAST 99

2019

SPONSOR GUIDE

HONORING 99 GREAT WORKPLACES FOR
TOP TALENT IN NORTHEAST OHIO



What is NorthCoast99?

WHAT IS NORTHCOAST 99?

NorthCoast 99 is an annual recognition program that honors 99 great Northeast Ohio workplaces for top talent. The program, in its 21st year, was developed and is presented by ERC.

ERC is a Northeast Ohio-based professional services organization that assists companies with HR services, soft skills and technical training, compensation surveys, engagement surveys, selection assessments, coaching and health insurance (ERChealth).

NorthCoast 99 has been recognized as Northeast Ohio's 'Best Corporate Event' and annually sells out, featuring exciting and memorable entertainment and performers.

WHY SPONSOR?

NorthCoast 99 sponsorship offers you a unique opportunity to affiliate your organization with 99 of Northeast Ohio's top-performing workplaces, their executive management, and their many thousands of employees.

This program combines a high-touch event and networking experience, with yearlong brand marketing both online and in print. The NorthCoast 99 Industry-Exclusive Sponsorship was recently valued by an independent marketing firm at over \$30,000, providing an uncommon return on sponsor investment.

WHO PARTICIPATES IN NORTHCOAST 99?

Hundreds of Northeast Ohio's top organizations apply for this award. Owners, Presidents and senior Human Resource Executives recognize this program as affirmation that they have a workplace that supports the attraction and retention of top performers.

NorthCoast 99 has become one of the most sought after awards in the region and is used as an essential part of winners' branding and recruitment tools.

For the 99 organizations who win, the annual awards event draws over 800 of these key decision-makers to network and celebrate.



Exclusive Sponsor

SPONSORSHIP BENEFITS

- ◆ Your organization will represent your industry exclusively as a sponsor.
- ◆ You'll receive six complimentary tickets to the event for key employees, who will "host" six tables of winning organizations, providing an outstanding opportunity to meet new contacts and form new business relationships. Additional tickets can be purchased at cost.
- ◆ You'll receive advance preview and a mailing list of all winning organizations.
- ◆ You'll receive advance preview of all event attendees and VIP guest roster.
- ◆ Your key staff will attend the NorthCoast 99 sponsor reception held during summer.
- ◆ Your organization's name will be included on all winner award posters, which are displayed in 99 of Northeast Ohio's best workplaces.
- ◆ Your logo with link will appear on the NorthCoast 99 website (www.NorthCoast99.org) for an entire year. This site receives nearly 100,000 page views each year.
- ◆ Your organization's name and/or logo will be included on the program application sent electronically to interested parties and over 6,000 decision makers.
- ◆ Your logo, contact information, and description of services will be included in the event program, distributed to approximately 800 event attendees.
- ◆ Your name will be included in all NorthCoast 99 press releases.
- ◆ NorthCoast 99 and our sponsors are promoted on social media including LinkedIn and Twitter.
- ◆ Inclusion in an exclusive sponsor video production highlighting your organization and reasons for supporting NC 99. The video will be professionally shot at ERC and featured on the NorthCoast 99 website, at the annual awards event, and in future sponsor marketing.
- ◆ Your logo will be included in the September Special Supplement to Cleveland Magazine (distribution approx. 150,000+ total readers per month). Approximately 850 issues will be distributed at the September event. An additional 3,000 issues will be available for distribution throughout the year by ERC. Event follow-up coverage also appears in the November issue.
- ◆ Your name will appear in at least four issues of ERC's weekly on-line newsletter (Quick Hits), which has circulation of over 6,000 decision-makers.
- ◆ Your name will appear on the front cover of the NorthCoast 99 Winners' Report distributed to over 6,000 decision makers following the event.
- ◆ NorthCoast 99 and our sponsors are promoted at the Northern Ohio Human Resources Conference (NOHRC).
- ◆ In addition to these benefits, NorthCoast 99 and our sponsors receive yearlong recognition throughout the Northeast Ohio region through word-of-mouth, logo usage by winning organizations (recruitment ads, websites, etc.), reports and information on the ERC (www.yourERC.com) and NorthCoast 99 (www.northcoast99.org; www.nc99event.com) websites, and public presentations.



Supporting Sponsor

SPONSORSHIP BENEFITS

- ◆ You'll receive two complimentary tickets to the event for key employees, who will "host" two tables of winning organizations, providing an outstanding opportunity to meet new contacts and form new business relationships. Additional tickets can be purchased at cost.
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Can NorthCoast 99 Sponsors Apply for and Win the Award?

NorthCoast 99 sponsors are encouraged to apply for the award at no cost. To maintain the integrity of the program and your sponsorship, sponsors aren't eligible to win, but your application entitles you to a complimentary Organizational Summary Report, a customized document that allows you to benchmark your company's performance against other applicants and winners. You'll also receive a complimentary Winners Report, featuring best HR practices and data from the 99 winning organizations.

Become a sponsor today!

To receive optimum exposure, 2019 sponsorships should be confirmed by Spring, 2019; though accommodations can be made when committed after that date.

For more information and pricing, please contact Carrie Morse at ERC:
440-947-1285 | cmorse@yourERC.com

