



— 2020 —

EXCLUSIVE SPONSOR GUIDE

HONORING 99 GREAT WORKPLACES
FOR TOP TALENT IN NORTHEAST OHIO



What is NorthCoast 99?

NorthCoast 99 is an annual recognition program that honors 99 great Northeast Ohio workplaces for top talent. The program, now in its 22nd year, was created and is produced by ERC, with the support of our sponsors.

Founded in 1920, ERC makes workplaces great by providing training, HR consulting and support, coaching and assessments, and research services. ERC also sponsors the ERHealth insurance program for Ohio businesses.

The NorthCoast 99 event sells out annually and has been recognized as Northeast Ohio's 'Best HR Event' by CBC Magazine. The celebration features exciting, memorable entertainment and distinguished keynote speakers.

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 NORTHCOST 99?

Hundreds of Northeast Ohio's top organizations apply for this award. Owners, Presidents and senior Human Resource Executives recognize winning as affirmation that they have a workplace that supports the attraction, development, an 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 our winners' branding campaigns and recruitment efforts.

For the 99 organizations that win, the annual awards event draws over 800 key decision-makers and high-performing employees to network and celebrate.





Exclusive Sponsor Benefits

- Your organization will represent your industry exclusively as a sponsor.
- You'll receive six complimentary tickets to the September 10, 2020 event for key employees, who will host six tables of winning organizations. This provides an outstanding opportunity to meet new contacts and form new business relationships. Additional tickets can be purchased at cost.
- Your organization's logo will be included in the NC99 event presentation, Fun Facts video, and post-event video.
- You'll receive advance preview and a mailing list of all winning organizations.
- You'll receive advance preview of all event attendees and the VIP guest roster.
- Your key staff will attend the NorthCoast 99 sponsor reception held during the summer.
- Your organization's name will be included on all winner award lithographs, which are displayed in 99 of Northeast Ohio's best workplaces.
- Your logo with a link to your website will appear on the NorthCoast 99 website (www.NorthCoast99.org) for an entire year. This site receives nearly 40,000 pageviews during peak NorthCoast season.
- Your organization's name 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, which is distributed to more than 800 event attendees.
- Your organization's name will be included in all NorthCoast 99 news releases.
- NC99 and our sponsors are promoted year-round and during the event on LinkedIn, Facebook, and Twitter.
- A link to the Sponsor page of the NorthCoast 99 website will be included in all NC99 email marketing.
- NC99 and our sponsors are promoted at the Northern Ohio Human Resource Conference and HR Star event.





Exclusive Sponsor Benefits

- Inclusion in an exclusive sponsor video production highlighting your organization and reasons for supporting NC99. The video will be professionally shot and featured at the annual awards event, on the NorthCoast 99 website, and in future sponsor marketing.
- Your logo will be included in the September Special Supplement to Cleveland Magazine (150,000+ total monthly readers). Approximately 850 issues will be distributed at the September event. An additional 1,000 issues will be available for distribution throughout the year by ERC. Event follow-up coverage also appears in Cleveland Magazine's November issue.
- Your name will appear on the front cover of the NorthCoast 99 Winners Report, Applicant Summary Report, and Top Performer Summary Report, which are distributed to over 6,000 decision-makers following the event.
- In addition to these benefits, NorthCoast 99 and our sponsors receive yearlong recognition in Northeast Ohio through word-of-mouth advertising, logo usage by winning organizations in recruitment ads, on websites, etc., in reports and presentations, and on www.yourERC.com, which receives nearly 70,000 visitors monthly.
- 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 Applicant 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.
- You'll receive a Sponsor Marketing Kit with design and content assets to help promote your involvement with the program. The Kit includes logos, photos, social media graphics and content, and NC99 website links.

BECOME AN EXCLUSIVE SPONSOR FOR \$15,000

To receive maximum exposure, 2020 NorthCoast 99 sponsorships should be confirmed by the spring, though accommodations can be made after that time.

For more information, please contact Sam Marx at 440-947-1287 or smarx@yourerc.com.

