



VIRTUAL EVENTS SPONSORSHIP PACK

**INNOVATEWORK.CO
#INNOVATEWORK**



Founded in 2017, InnovateWork is a global community of business professionals. Our events team creates fun and educational summits, meetups and workshops designed for leaders and professionals in HR, Talent, Tech, Finance and Operations.

We specialize in casual, content-rich in-person and online forums for business leaders and innovators to network, exchange ideas and make a wider impact at every stage of the employee lifecycle.

We've all experienced unprecedented shock and disruption to our personal and work lives in 2020.

In order to continue to provide valuable content to our community, the team at InnovateWork pivoted from in-person events to regular online summits and panels.

We've scrapped attendance fees to allow anyone with an interest in the evolution of HR, Talent and Leadership to join the conversation.

When safe to do so, we'll bring in-person events back to cities such as Toronto, Vancouver, London and Sydney. In the meantime, we invite you to join our growing online movement.





**InnovateWork chapters so far: UK, Australia, Caribbean, Quebec, East Coast,
West Coast and the Rockies**

SPONSOR PORTFOLIO



Contact us to learn more about partnering: sales@hr-gazette.com

INNOVATEWORK

SPONSORSHIP PACKAGES

Demonstrate your thought leadership and get brand exposure at community meetups, workshops and large-scale summits. Activities for sponsors include:

- Sponsored speaking
- Email campaigns
- Attendee opted-in lists and data collection
- Company branding
- HRchat podcast interviews
- Feature articles on HR Gazette
- Box adverts
- Branding on event websites and landing pages
- Social media promotions
- Campaign reports



INNOVATEWORK SPONSOR ACTIVITIES INCLUDE:

Packages range from \$500 to \$2,500.

Visit InnovateWork.co to learn more or contact us for a quote.

AUDIENCE METRICS



AUDIENCE: HR, Recruitment Operations, Tech, Finance, Leaders & Consultants. Small to large organisations



VIRTUAL EVENTS: 100-500 registrations



EMAIL DATABASE: 4,000+

MEETUP GROUPS: 3,000+

SOCIAL MEDIA: 15,000+



WEBSITE: 17,000 visitors+ per month

PODCAST: 70,000+ listens

EMPLOYEES	%
0-1	5%
2-10	13%
11-50	16%
51-200	16%
201-500	12%
501-1000	7%
1001-5000	7%
5001-10000	5%
10001+	19%

JOB FUNCTION	%
HUMAN RESOURCES	32
TALENT	23
OPERATIONS	4
PEOPLE AND CULTURE	17
SALES AND MARKETING	5
FINANCE	8
STUDENT	5
OTHER	6

JOB LEVEL	%
C-SUITE	14
PRESIDENT	7
FOUNDER	6
VP	15
DIRECTOR	18
HEAD	5
MANAGER	13
EXECUTIVE	2
CONSULTANT	11
OTHER	9

ATTENDEE DEMOGRAPHICS

PLATINUM VIRTUAL SPONSORSHIP: \$2,495



Become the principal sponsor of an InnovateWork summit to reach 100s of pros in person and 1000s more online! Activities include:

- 9 min sponsored speaking address
- Recording of event to share in marketing collateral
- List of attendees that opt-in to 3rd party communications
- Linked company description on event landing page
- Sponsor mentions during event
- Social media mentions / promotions by all event partners
- 2 x Podcast interviews with members of your team published on HRGazette.com
- 3 x Written interviews with members of your team or infographic created by your team published on HRGazette.com
- 1 x Box ad on The HR Gazette for 12 months
- 2 x Inclusion in email to attendees and registrants



GOLD VIRTUAL SPONSORSHIP: \$1,695

Address the audience, have a booth and get loads of online branding with the Gold level! Activities include:

- 1-2 min sponsor speaking slot – presenting your product's benefits to attendees
- Recording of event to share in marketing collateral
- Sponsor mentions during event
- Social media mentions / promotions
- 1 x Podcast interview with members of your team published on HRGazette.com
- 1 x Written interview with members of your team or infographic published on HRGazette.com
- 1 x Box ad on The HR Gazette for 3 months
- 2 x Inclusion in email to attendees and registrants

SILVER VIRTUAL SPONSORSHIP: \$995

Meet with attendees, get new leads and enjoy lots of online branding with the Silver level! Activities include:

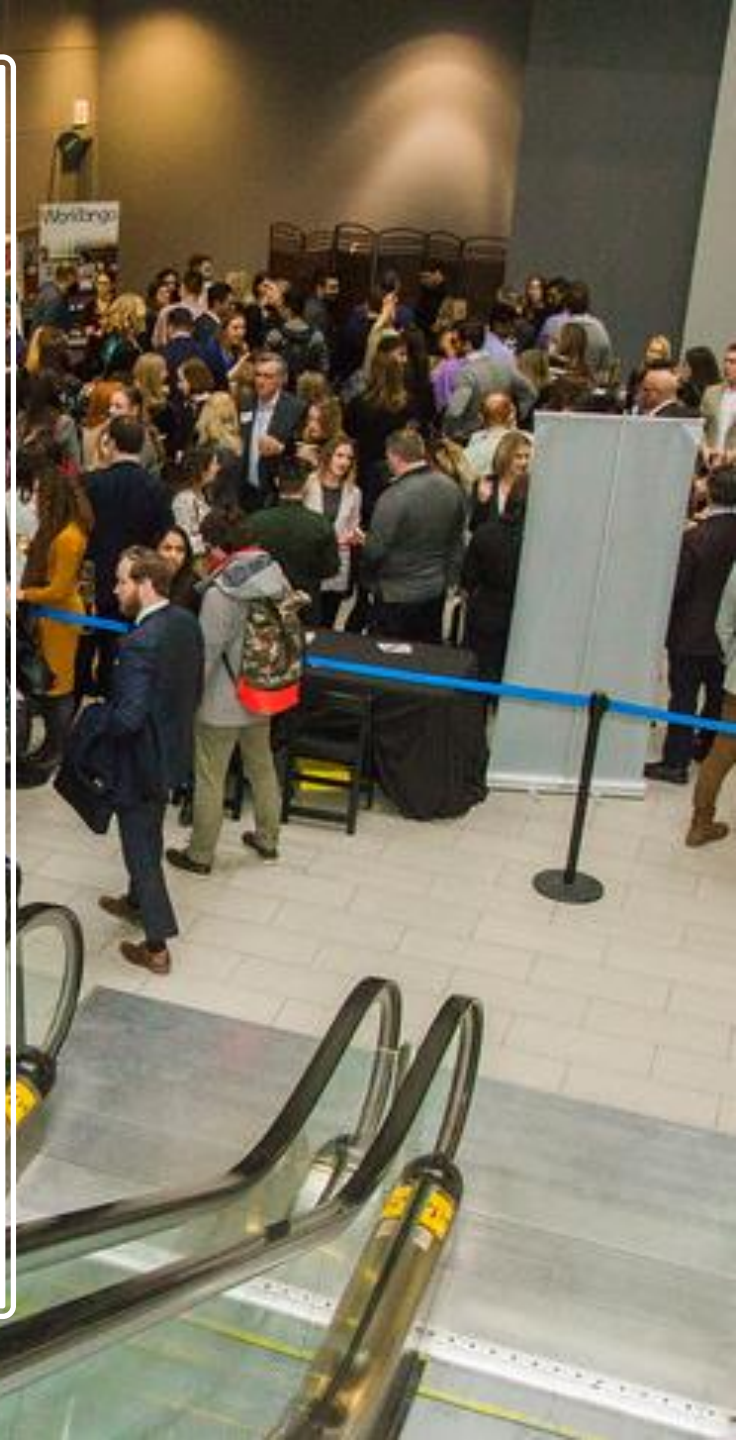
- Sponsor exposure with link on event landing page
- Sponsor mentions during event
- Social media mentions
- 1 x Box ad on The HR Gazette for 2 months
- Linked company description on event landing page
- 1 x Inclusion in email to attendees and registrants



BRONZE VIRTUAL SPONSORSHIP: \$495

Attend the event with colleagues and clients and enjoy online branding. Activities include:

- Sponsor mentions during event
- Sponsor exposure with link on event landing page
- Minimum 5 social media mentions/promotions
- 1 x Written interview with members of your team published on HRGazette.com
- 1 x Box ad on The HR Gazette for 1 month





CONTACT US TO LEARN MORE

INNOVATEWORK.CO
#INNOVATEWORK