

Sponsorship Prospectus

hrmawards **2013**
SINGAPORE

Celebrating 10 Years of Awarding Great HR

www.hrmawards.com



Pro-actively Support Great HR People & Practices

You are invited to participate and benefit from the 2013 HRM Awards as an Award Partner.

HRM Awards is Asia's pre-eminent event for celebrating the best and brightest HR people and practices. Now in their tenth year, HRM Awards continues to be the benchmark for recognising and celebrating the very best in HR and looks forward to celebrating it's 10th anniversary.



As an Award Partner, you will be positioned and seen by all as a company that pro-actively supports great HR people and practices. Such industry-wide branding and kudos is further combined with highly tangible sales and marketing benefits that promote you and your status as a market leader to the entire industry.

Award Categories for 2013

An opportunity exists to be a dedicated award partner. Award categories this year include:

- Outstanding Contribution to HR
- Best Performance & Productivity Practices
- Best HR Leader
- Best HR Team
- Best HR Manager
- HR Young Achiever
- Best Training, Learning & Development
- Champion of HR
- Best Reward & Recognition Strategies
- Best Environmental Practices
- Best Mature Workforce Practices
- Best Work-Life Harmony
- Fair Employment Practices
- Best Use of Technology
- Best Health & Wellbeing
- Best Use of Social Media
- Best Engagement Strategies
- Best Recruitment Strategies
- Best CSR Practices
- Best Leadership Development
- Best Employer Branding
- Best Graduate Development
- Employer of Choice



Award Partner



As an Award Partner, you will be positioned and seen by all to be a company that pro-actively supports great HR. Such industry-wide branding and kudos is further combined with highly tangible sales and marketing benefits that include:

Dedicated Award Naming Rights

An award of your choice will be named after your company as 'Award Partner'.

Branding and Awareness:

Your company logo will be featured on promotional materials including:

- Advertisements: The HRM Awards enjoys an extensive series of advertisements in HRM magazine. Your logo and credit as 'Award Partner' will be featured throughout the campaign.
- Website: Company logo and credit as 'Award Partner' on the HRM Awards website with hyperlink to your own website.
- E-newsletters: Company logo and credit as 'Award Partner' on the HRM Awards e-newsletters with hyperlink to your own website.
- Reservation forms: Company logo and credit as 'Award Partner' on table reservation forms.
- Invitation cards: Company logo and credit as 'Award Partner' on invitation cards sent to all guests attending HRM Awards.



Event Benefits:

- Industry Prestige: The nominee readings, winner announcement and award presentation will be made on stage by your company representative at the gala, black-tie HRM awards ceremony.
- Trophy: Your company name and logo will be placed on your award trophy as a permanent memento for the winner and all who view it.
- Advertising: Full page color advertisement in the HRM Awards programme next to your chosen award category.
- Networking: A complimentary table for ten at the awards ceremony.
- Signage: Company logo and credit as 'Award Partner' on event signage.
- AV: Company logo and credit as 'Award Partner' on A/V during the event breaks and interludes.
- Video: Animated company logo during introduction video.



Post Event Benefits

HRMTV Showcase

Award Partners will benefit from a HRMTV video special that will showcase:

- Your company representative on stage announcing the winner and presenting the trophy
- An interview with your representative talking about your companies commitment to the award category and why you support it and great HR

This special HRMTV video showcase will:

- Appear online at www.hrmasia.com for 12 months
- Included in a special HRMTV email blast to over 36,000 HR & Business leaders across Asia including all attendees at the HRM Awards
- Provided to you in web streaming format for your own internal and external use and promotion



Special Commemorative Guide

The 2013 HRM Awards Commemorative Guide is a special publication that will be distributed to all those participating in the HRM Awards and those 15,000+ that receive HRM magazine. This special HRM Awards Commemorative Guide will serve as a valuable keepsake and reference long after the event. As an Award Partner you will receive:

- Full page advertisement within the HRM Awards Commemorative Guide
- Full page of editorial contribution regarding your company and your commitment to the awards and great HR
- Photograph of your company representative with your award categories winner

Award Partner Sponsorship Investment
S\$18,000 + GST



Event Partner / Title Sponsor

The HRM Awards provides one Event Partner the exclusive opportunity to shine the brightest. You will benefit from being widely seen to support the HR industry and best practice. Such industry goodwill and kudos is further combined with highly tangible sales and marketing benefits that promote you and your status as a market leader to the entire industry. As the Event Partner you will receive:

Dedicated Award Naming Rights

The 'Biggest' award of the evening will be named after your company - 'Award for Employer of Choice'.

Pre-Event Branding Benefits:

Your company logo will be featured as the most prominent on promotional materials including:

- Advertisements: The HRM Awards enjoys an extensive series of advertisements in HRM magazine. Your logo and credit as 'Event Partner' will be featured throughout the campaign.
- Website: Company logo and credit as 'Event Partner' on the HRM Awards website with hyperlink to your own website.
- E-newsletters: Company logo and credit as 'Event Partner' on the HRM Awards e-newsletters with hyperlink to your own website.
- Reservation forms: Company logo and credit as 'Event Partner' on table reservation forms.
- Invitation cards: Company logo and credit as 'Event Partner' on invitation cards sent to all guests attending HRM Awards.

Event Benefits:

- Industry leader: The Event Partner will make a 5 minute welcome address to kick-off the event & acknowledge sponsorship.
- Award Naming Rights: Your award will close the evening and award presentations. The nominee readings, winner announcement and award presentation will be made on stage by your company representative.
- Event Booklet: Full Page Welcome message in the program booklet.
- Trophies: Your company name and logo will be placed prominently on all category trophies as a permanent memento for the winners and all who see them.
- Advertising: Full page colour advertisement on the outside back cover of the HRM Awards programme along with a full colour page advertisement next to the Employer of Choice category page.
- Networking: A VIP table for ten will be reserved for the title sponsor.
- Signage: Company logo and credit as 'Event Partner' on event signage.
- AV: Company logo and credit as 'Event Partner' on A/V during breaks and interludes.
- Video: Animated company logo during introduction video.



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- Full page advertisement on the Outside Back Cover the HRM Awards Commemorative Guide
- Full page of editorial contribution regarding your company and your commitment to the awards and great HR
- Photograph of your company representative with your award categories winner

Event Partner Sponsorship Investment
S\$40,000 + GST



Media & Promotional Schedule

The HRM Awards enjoys an eight month advertising and promotions campaign that fully utilises HRM magazine, www.hrmasia.com, its entire HR and business leader database as well as press campaigns and invitations to all national media. Numerous HRM Awards based stories have been featured for several years in: The Business Times, The Straits Times, Today, The New Paper, ChannelNewsAsia, along with numerous radio interview features.

PRE-EVENT

July 2012

- Island or banner ad on www.hrmasia.com
- Full page advertisement in HRM magazine
- Direct Email Campaign: To a HR and related database of approximately 22,000 professionals HR and C Level professionals

August 2012

- Island or banner ad on www.hrmasia.com
- Full page advertisement in HRM magazine
- Direct Email Campaign: To a HR related database of approximately 22,000 professionals HR and C Level professionals

September 2012

- Island or banner ad on www.hrmasia.com
- Full page advertisement in HRM magazine
- Direct Email Campaign: To a HR and related database of approximately 22,000 professionals HR and C Level professionals

October 2012

- Island or banner ad on www.hrmasia.com
- Full page advertisement in HRM magazine
- Direct Email Campaign: To a HR and related database of approximately 22,000 professionals HR and C Level professionals

November 2012

Press release announcing the finalist nominees for HRM Awards, sent to all major media including:

- Business Times • The Straits Times • Today • The New Paper • Berita Harian (Malay newspaper) • CNBCAsia • ChannelNewsAsia • Channel 5 • CNN • BBC • Channel 8 (Chinese TV station) • Channel U (Chinese TV station) • News93.8FM • Class95FM • Gold90.5FM • Capital95.8FM (Chinese radio station) • Yes93.3FM (Chinese radio station)

- HRMASia E-newsletter announcing all the finalist nominees to a HR and related database of approximately 33,000 HR and C Level professionals across Asia
- Island or banner ad on www.hrmasia.com
- Full page advertisement in HRM Magazine
- HRM magazine feature on the finalist nominees and the HRM Awards itself

December 2012

- Island or banner ad on www.hrmasia.com
- Full page advertisement in HRM Magazine
- HRM magazine feature
- Direct Email Campaign: To a HR and related database of approximately 22,000 professionals HR and C Level professionals

January 2013

Invitations and Press Releases repeating the official nominees and sponsors for HRM Awards. Press releases and invitations to all major media including:

- Business Times • The Straits Times • Today • The New Paper • Berita Harian (Malay newspaper) • CNBCAsia • ChannelNewsAsia • Channel 5 • CNN • BBC • Channel 8 (Chinese TV station) • Channel U (Chinese TV station) • News93.8FM • Class95FM • Gold90.5FM • Capital95.8FM (Chinese radio station) • Yes93.3FM (Chinese radio station)

- Island or banner ad on www.hrmasia.com
- Full page advertisement in HRM Magazine
- HRM magazine feature
- Direct Email Campaign: To a HR and related database of approximately 22,000 professionals HR and C Level professionals

February 2013

Invitation to all major media to the HRM Awards gala evening. Sent to all major media including:

- Business Times • The Straits Times • Today • The New Paper • Berita Harian (Malay newspaper) • CNBCAsia • ChannelNewsAsia • Channel 5 • CNN • BBC • Channel 8 (Chinese TV station) • Channel U (Chinese TV station) • News93.8FM • Class95FM • Gold90.5FM • Capital95.8FM (Chinese radio station) • Yes93.3FM (Chinese radio station)

- Island or banner ad on www.hrmasia.com
- Direct Email Campaign: To a HR and related database of over 22,000 professionals HR and C Level professionals

POST-EVENT

February & March 2013

HRMASia E-newsletter announcing all the winners and a photo gallery of the evening to an HR and related database of approximately 36,000 professionals HR and C Level professionals

Press release announcing the winners and award sponsors for HRM Awards. Sent to all major media including:

- Business Times • The Straits Times • Today • The New Paper • Berita Harian (Malay newspaper) • CNBCAsia • ChannelNewsAsia • Channel 5 • CNN • BBC • Channel 8 (Chinese TV station) • Channel U (Chinese TV station) • News93.8FM • Class95FM • Gold90.5FM • Capital95.8FM (Chinese radio station) • Yes93.3FM (Chinese radio station)

PLUS

- HRMTV Showcase & emailer interview with winners and sponsor partners
- Commemorative Guide: Full page coverage and full page advertisement for sponsor partners distributed to the HRM magazine list of over 15,000

About the Organiser



HRM Awards are wholly owned and produced by Key Media, publishers of HRM magazine and website www.hrmasia.com.



Key Media also wholly owns and produces HR Summit and the HRM Congress services of events. The company has offices in Singapore, Australia and Canada.

For all full list of Key Media's portfolio of products please visit: www.keymedia.com.sg



Contact Us

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