

Event sponsorship

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Companies often support HBA through **event sponsorship**. Sponsorship types are defined as follows:

- **Cash sponsorship:** where a company provides a sum of money towards the event.
- **In-kind sponsorship or donations:** where a company provides products, goods and services for the event (including but not limited to the event venue, food/beverage, AV, event security, etc) and no cash is exchanged. As a 501(c)(6) organization, the HBA must log and track all in-kind donations for auditing purposes so it is crucial not to miss this step.

Both in-person and virtual event sponsorship provides companies the opportunity:

- For company and brand visibility across the HBA global membership;
- To position the company as a thought leader, by selecting and curating the topic of their choice; and,
- To provide professional development for their own employees.

Any company can sponsor an HBA event and will receive a number of benefits in return for their support. The grid below outlines the HBA chapter/regional sponsorship packages for events for your reference and to standardize benefits across the organization.

Event planning with your Regional Corporate Relations President (and sponsoring company) should begin 5-6 months prior to the event date.

To process any sponsorship, please follow the procedures and guidelines laid out in [Event sponsorship definitions and processing procedures](#).

HBA In-Person, Virtual, and Hybrid Event Sponsorship Packages	In-Person Only				Hybrid Add-On Package		Virtual Only				
	Cash Sponsorship <i>(amount of event costs covered)</i>		In-Kind Sponsorship**				Cash Sponsorship				
	50%	100%	Catering	Venue	Venue and Live Simul-cast	Venue, catering and Live Simul-cast	\$500	\$1,000	\$1,500	\$2,500	\$5,000
Premium Access/Attendance Benefits											
Complimentary event registrations for company employees <i>(for in-person, benefit is percentage of total expected registrations)</i>	20%	30%	up to 15%*	up to 15%*	up to 35%*	up to 50%*	25	50	75	100	150
HBA member rate available to all employees regardless of HBA membership status	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Branding and Visibility Benefits											
Company logo on event registration page	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company marketing materials and/or promotional items at event <i>(Sponsor provides materials)</i>	✓	✓	✓	✓	✓	✓					
Representative presence at live event (e.g. HR or other designated person to have a greeting table or space with information about open positions/PR materials/internal initiatives etc.)		✓		✓	✓	✓					
Corporate banner or pop-up display at the event <i>(Sponsor provides banner or signage)</i>		✓	✓								
Company featured at beginning and end of event						✓	✓	✓	✓	✓	✓
Thank you on HBA regional social media channels (e.g. Twitter, Facebook, LinkedIn, etc.)	✓	✓	✓	✓	✓	✓			✓	✓	✓
Business/Employee Development Benefits											
Opted-in attendee contact info list						✓				✓	✓
Recorded link for all employees						✓					✓
Thought Leadership Benefits											
Company welcome remarks and/or speaker introductions		✓	✓			✓	✓	✓	✓	✓	✓
Company highlight on program/initiative							✓	✓	✓	✓	✓
Sponsor executive as panelist or presenter (if applicable)		✓		✓	✓	✓			✓	✓	✓
To offer complimentary registration to all HBA members at an in-person event: Sponsors would need to cover ALL venue, food & beverage costs, and speaker fees (if applicable) plus: \$1000 (For Events the size of 1-50 people) \$2500 (For Events the size of 51-100 people) \$5000 (For Events the size of 101+ people) Add-on Option: An additional \$2500 to allow complimentary access to all HBA members to live simul-cast for hybrid events					NOTE: hybrid events are only permitted if all virtual elements are managed entirely by the event sponsor (i.e. webinar platforms/AV/technological support)		*Dependent on overall event costs and capacity **In rare occasions, a Sponsor may want a paid speaker. This speaker fee may be covered by the Sponsor in-kind.				
NOTE: These sponsorship packages are not applicable to HBA signature events.											

Please feel free to download this spreadsheet to see this chart in greater detail. The download also includes the charts broken out by in-person and virtual/hybrid opportunities, as well as a worksheet to calculate how many registrations a company should receive, based on their sponsorship level.

[FINAL - Event Sponsorship Packages - 2023 .xlsx](#)

In the rare case that you are soliciting 3 or more sponsors for an event, please contact events@hbanet.org for additional guidance.
