

Corporate relations terminology

Last Modified on 09/02/2021 10:50 am EDT

Corporate Partners are companies that purchase HBA Corporate Partner packages. These packages are defined and fulfilled by HBA Central and an assigned account manager. Corporate partners may also choose to sponsor events, which is separate from their corporate partner package

Sponsors are companies that purchase sponsorship packages for HBA events or otherwise support events through in-kind donations or cash funding. Sponsorships can exist at the HBA Central, regional or chapter level. When referring to sponsors, please only refer to them as "sponsors" rather than "corporate sponsors," which can be confused with corporate partners.

A company can be a Corporate Partner, a sponsor or both.

Prospects are any company that is a potential new Corporate Partner or sponsor.
