

# Corporate Partner Benefit Definitions

Last Modified on 03/11/2026 3:51 pm EDT

Full details on current HBA Corporate Partner Packages and benefit inclusions can be found on the HBA website: <https://hbanet.org/membership/corporate-partnerships>

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## Membership Benefits (individual) - i.e. "designees"

All of HBA's Corporate Partner packages include a number of individual HBA memberships for their employees, which are designated by the company.

These "designee" members receive all the same individual benefits as other **HBA members**, however their membership term aligns with their company's annual corporate partnership term. As an example, if a company signs on or renews their one-year partnership in January of any given year, but the employee doesn't redeem their membership until June, that individual will only enjoy six months of HBA membership. On membership reports, this individual will have "designee 6" listed as their membership type, indicating that they will receive 6 months of benefits.

Every HBA corporate partner determines their designees in the way that works best for them. Some companies designate their memberships to employees already engaged with HBA, others as a reward based on performance or to high-potential employees, others still send out a communication and the first employees to respond receive a membership. There is no right or wrong way to assign, HBA's goal is just to get the memberships redeemed as quickly as possible so the individuals receive as much membership time/benefit as possible.

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## Access to pre-recorded webinars

Some tiers of HBA corporate partners receive pre-recorded webinar access for a number of their designees. The individual will be directly given a discount code to take advantage of this benefit. Pre-recorded webinars can be found on the **HBA Store**

CP designees members also receive a pre-recorded webinar that discuss the value of mentoring and mentorship.

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## CP alignment with local chapter

Upon signing on as a Corporate Partner, companies are aligned with the chapter and region where their headquarters are located. A personal email introduction is made between the corporate partner's key contact and the regional and chapter volunteer leadership.

Note: while the company HQ is aligned with a specific region/chapter, individual members are allowed to select their specific chapter and region with which they would identify. This allows for custom-tailored experience and streamlines communication for upcoming events and programs. This also helps CP employees to engage with HBA no matter where they live or where the company HQ is located.

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## Connection to Affinity Groups

HBA is dedicated to achieving active engagement for all employees within the corporate partner company. HBA account managers will connect the partner to HBA **Affinity Groups** which allows the company/individuals to:

- Network with like-minded members and leaders (Women in Science, Women of Color, Career Transformations, etc.)
- Build a targeted professional network
- Gain access to key individuals and content for a select slice of the industry
- Use HBA resources to enhance internal ERG/SIG groups

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## Ability to pre-purchase WOTY tables/seats

Corporate Partners have the first opportunity to purchase and secure their seats or tables at the HBA Woman of the Year (WOTY) event. The number of seats or tables that are able to be secured are dependent upon Corporate Partnership level.

- Corporate Partners may begin to secure their seats and tables in the Fall, the year prior, via their account manager. This may be added to the partnership renewal agreement. Sales must be paid in full prior to public registration opening.
- Sale of seats and tables open up to the public in January of the same year of the Woman of the Year (WOTY) event.

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## Rising Star and Luminary designations

Recognized at the Woman of the Year (WOTY) event held in April/May each year in New York City

- Eligible corporate partner packages offer the option to name a Rising Star and/or a Luminary
- These female award winners exemplify leadership within their organizations and serve as role models and mentors
- Rising Stars have up to 20 years of professional industry experience
- Luminaries have over 20 years of professional industry experience

Rising Stars and Luminary submissions are processed via the CP portal on the HBA website and are typically due mid-January each year. Instructions are sent to corporate partner key contacts months in advance to alert them to that year's deadline and submission process. Official HBA announcement of the current year's honorees is in mid-March. HBA account managers can answer all questions about the awards and the process.

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## Discount on ACE Award submission fee

The prestigious [ACE awards](#) program recognizes exemplary leadership initiatives that advance and enhance the careers of women. The standard cost to submit for the ACE Award is \$1,500. Included in some CP packages is a discount on this submission fee. ACE nominations are typically open in March of each year and available through May/June (see [Key Dates](#) for updates). Award winners are honored each year at the HBA Annual Conference in November.

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## ACE Award debrief consultation

Eligible CP companies that submit for the ACE award and are not selected as winners are able to receive a one (1) hour debrief consultation with an HBA advisor to review their submission and provide feedback on what the company can improve on for future year's submissions

(The standard cost for debrief submission for the ACE Award is \$500)

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## Access codes for Career Conversations

Eligible Corporate Partners receive a number of passes for HBA's career advancement and professional development webinar series, Career Conversations, to attend live. Each eligible company is provided a promotion code which can be given to employees to register for the events at no cost. These codes are provided as the events open and are accessible to the CP key contacts via the Corporate Partner Portal. Four webinars are held per year and more information about the series can be found [here](#).

Other CPs have access to the current year's *prerecorded* Career Conversations webinars, which are shared via email a week after the live webinar.

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## Ability to launch an HBA Ambassador program

The **HBA Ambassador Program** is the HBA solution for corporate partners to accelerate the development, advancement, and visibility of their female talent pool. This one-year leadership development program engages between 15-30 employees as "Ambassadors," working on individual success metrics and group initiatives for the company alongside HBA-trained advisors. Please find more information [here](#).

## Getting Started

Companies desiring to launch an Ambassador Program in their partnership package (or purchase additional) should understand that it can take between 3-6 months to prepare to launch a program.

- Self-directed and customized to corporate goals
- Develops motivated and engaged HBA community inside company
- Accelerates the development and visibility of talent within your company and fuels the career advancement of participants.
- Individual success metrics created and tracked
- Connects company colleagues globally with multiple ambassador programs.

For a deeper dive into the program and more info on how to get started or purchase, please [visit the website](#).

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## HBA referrals and connections

Eligible CPs have access to up to 2 requests or 4 hours of HBA referrals/connections. HBA staff/leaders provide the company upon request with facilitated access to the HBA's repository of thought leaders and speaker referrals for the ease and success of the company's own internal events and programs, in line with company goals/priorities. Requests can be sent through the CP's account manager.

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## Company logo on HBA website

A benefit to HBA corporate partners is having their logo listed on the [HBA website](#) and directly linked to their company homepage to provide visibility on their support of our organization.

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## HBA CP "welcomes"

Eligible HBA corporate partner companies receive additional recognition upon signing on via "welcomes" on various HBA social media platforms (and emails where appropriate). The welcomes include a shout-out to the company for their support and include the company logo.

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## Advertising on the HBA website

Eligible CPs receive one month of free advertising on the HBA website, in a rotating side square banner advertisement. Questions/inquiries about advertising opportunities can be directed to: [corporatepartners@hbanet.org](mailto:corporatepartners@hbanet.org)

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## Midyear and Annual Reviews

Each HBA Corporate Partner is assigned a dedicated account manager from HBA staff. Eligible CPs will be provided a mid-year and annual review of strategy and benefits to ensure the corporate partner is maximizing the value of the partnership and to identify additional opportunities for engagement. Monthly cadence calls are recommended to maintain communications of upcoming opportunities and deadlines.

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