



BEST PLACES TO WORK IN IDAHO'S MISSION IS TO **CELEBRATE** THE IDAHO **COMPANIES** THAT **CARE ABOUT** THEIR **EMPLOYEES**.

The Best Places to Work in Idaho program started in 2008. This year, 2018, marks the eleventh year for the program. Last year, more employers participated than in any other year.

Participation count grew nearly 20% over the prior year and nearly 175% in the last six years.

To date, the program has surveyed over 230 Idaho employers, with over 48,000 completed surveys returned.

HOW IT WORKS:

1. Idaho companies with 10 or more employees register for the Best Places to Work in Idaho before February 2018
2. Participating companies' employees are surveyed
3. Winners are recognized at the awards celebration in April 2018 in Boise, Idaho
4. Workforce reports and suggested action items are delivered

WHY SHOULD YOU CARE ABOUT EMPLOYEE ENGAGEMENT?

Increased customer loyalty – customer loyalty goes up or down along with employee engagement.

More and better job applicants.

Kent Orem, CEO of Idaho Central Credit Union, said, *"We definitely have learned that having the Best Places to Work in Idaho designation is attractive to prospective customers and new team members alike! We work on making sure we are leveraging it as much as we can."*

HOT TICKETS!

Last year we sold out the awards ceremony event in 2 hours!

CHECK OUT THE BACK OF THIS FLYER FOR 2018 SPONSORSHIP OPPORTUNITIES!



1 PREMIER SPONSORSHIP

AKA
BOOM

\$7,500

3 PLATINUM SPONSORSHIPS

AKA
COOL KIDS

\$5,000

5 GOLD SPONSORSHIPS

AKA
AWESOMENESS

\$2,500

PRE-EVENT RECOGNITION

| | | | |
|--|----------------|---|---|
| Company name and logo attached to all aspects of the event: "Presented by _____" | ★ | | |
| Name and logo placement on all printed material | Most prominent | ★ | ★ |
| Logo and link on website homepage | ★ | | |
| Logo on event page | ★ | ★ | ★ |
| Recognition on social media | ★ | ★ | ★ |
| Recognition in email blasts | ★ | ★ | ★ |
| Recognition in press release* | ★ | ★ | |
| Logo on print ads* | ★ | ★ | |
| Registration (value up to \$299 based on company size) | ★ | ★ | |

ONSITE RECOGNITION

| | | | |
|--|----------------|----------------|---------------|
| Introduction during program | ★ | ★ | ★ |
| Speaking opportunity during program | ★ | | |
| Logo placement on banners and signage. Premier sponsor: main stage backdrop with photo opportunities | Most prominent | ★ | ★ |
| Event tickets and reserved seating | seating for 20 | seating for 10 | seating for 5 |
| Logo on winner videos | ★ | | |
| Recognition on social media | ★ | ★ | ★ |
| Opportunity to have company representative handout awards | ★ | | |

POST-EVENT RECOGNITION

| | | | |
|--|---|---|---|
| Logo and link on website homepage | ★ | | |
| Logo on honoree page | ★ | | |
| Logo on winner videos | ★ | | |
| Name recognition in press release | ★ | ★ | |
| Recognition in thank you email blast | ★ | ★ | ★ |
| Recognition on social media | ★ | ★ | ★ |
| Logo on college banners | ★ | | |
| Value Report Package (value up to \$1,950 based on company size) | ★ | | |

*Depending on sponsorship sign-up date