

PARTNER AND SPONSOR BENEFITS

The Human Resource Leadership Forum (HRLF) focuses on meeting the career growth and professional development needs of the top corporate human resource executive and top talent leader in organizations with their headquarters or large divisions within the metro-Atlanta area.

For almost 30 years, the HRLF has remained the premier nonprofit professional association where strategic business-focused senior HR executives and top talent leaders go to network with their peers, share innovative concepts and exceptional practices, and learn from industry thought leaders.

HRLF members serve companies such as:

Aaron's Inc.	Focus Brands	Norfolk Southern
ABM	Genuine Parts	Novelis
AGCO	Global Payments	Piedmont Healthcare
Americold Logistics	Gypsum Management & Supply	Porsche Financial Services
Asbury Automotive Group	Graphic Packaging	Printpack
Assurant	Habitat for Humanity	Quikrete
AT&T	International	Rheem Manufacturing
Beazer Homes	HD Supply	Ryan Companies
Birla Carbon	Holder Construction	Saia, Inc.
Cadence Bank	The Home Depot	SCP Health
Carter's, Inc.	Honeywell	ServiceMaster
Chick-fil-A	Inspire Brands	Smurfit WestRock
Cortland Partners	Invesco	Southern Company
Cotiviti	Kimberly-Clark	Specialty Building Products
Cox Automotive	KPMG	State Farm
Cox Communications	LeasePlan USA	Truist
Cox Enterprises	Mohawk Industries	UPS
Cox Media Group	Morehouse School of Medicine	Veritiv
Emory Healthcare	Mueller Water Products	Wayne-Sanderson Farms
Equifax	National Vision	Zep Inc.
Ernst & Young, LLP	NCR Voyix	
First Advantage	Newell Brands	

BENEFIT COMPARISON*	Sponsor SPARK Series	Partner SPARK Series	Partner Website/App
The ability to nominate an individual who meets the Service Provider new member criteria	1	2	2
Sponsorship of a SPARK Series Program	1	2	
Your company logo visible on the event page of the website, in the sponsored program promotional materials, and in the day-of program presentation	X	X	
Who better to share your value than a client? Instead of a sponsor speech, your message is delivered by a corporate HR leader during opening remarks.	X	X	
60-second video about your company during the sponsored program	X	X	
Two (2) additional company representatives as attendees at the sponsored program	X	X	
Your company logo prominently displayed as the supporting partner of the HRLF Website OR App (website footer/app splash screen) and a printed or electronic handout at each SPARK Series program, reminding members of the website/app			X
Your company logo on the website partner page, in each issue of The Member Exchange newsletter, at each SPARK Series program, and in the annual membership video		X	X
A video of your choice embedded on your service provider directory page profile on the website		X	X
Service provider nonmember vouchers <u>per year</u> for SPARK Series programs or pop-up meetings (a maximum of one per event)		4	6
A meeting with one HRLF Board member (coordinated by the sponsorship subcommittee based on the interest of the Board member and partner)		2	2
Special invitations for HRLF Board members to attend one of your company's networking events (invitation coordinated by the sponsorship subcommittee)		2	2
First right of refusal of an additional 2-year commitment, to be made no later than July 15 th in the final year of the current commitment		X	X

*Benefits listed for partners are for the duration of the agreement unless otherwise stated.

Contact us at info@hrflatlanta.org to learn more about available opportunities.