



# IDEA to Action Sponsorship Opportunities

## What is IDEA to Action?

A group of professionals within the LWHRA community are passionate about and committed to recognizing and inspiring Washington based organizations in their efforts surrounding DEI. This passion and commitment is where the concept of IDEA to Action was born.

IDEA stands for Inclusion, Diversity, Equity and Access – the core pieces of creating an effective business model to support people from all walks of life.

IDEA to Action is a business case contest for businesses across the state of Washington that are making a true impact in the DEI space. The purpose of this contest is to bring recognition to large and small companies, share ideas, and inspire best practices.



### Champion | \$3,000

- Exclusive Opportunity - Only 1 Available
- Participation and Recognition during Symposium Awards Presentation
- 3-5 Minute commercial at Symposium Awards Presentation
- Logo Representation at the IDEA to Action Awards Presentation at Symposium
- Featured in any IDEA to Action Marketing Promotional Material
- Linked Logo Included in all LWHRA Bi-Weekly Newsletters
- Listing on the IDEA's LWHRA Webpage
- Access to LWHRA Logo for Partnership Promotion (upon request) as an IDEA Sponsor



### Advocate | \$1,500

- Recognition from Emcee during the Awards Presentation
- Logo Representation at the IDEA to Action Awards presentation at Symposium
- Featured in any IDEA to Action Marketing Promotional Material
- Linked Logo included in all LWHRA Bi-Weekly Newsletters
- Listing on the IDEA's LWHRA Webpage
- Access to LWHRA Logo for Partnership Promotion (upon request) as an IDEA Sponsor



### Supporter | \$500

- Logo Representation at the IDEA to Action Awards Presentation Symposium
- Featured in any IDEA to Action Marketing Promotional Material
- Linked Logo included in all LWHRA Bi-Weekly Newsletter
- Listing on the IDEA LWHRA Webpage
- Access to LWHRA Logo for Partnership Promotion (upon request) as an IDEA Sponsor

## Why Should My Organization Sponsor the Business Case Contest?

This is a great way to get exposure to over 5500 HR Professionals in the Puget Sound Region. The awards ceremony will be held at our annual Symposium, in front of 250-350 HR Professionals that are gathered together to learn, celebrate, and recognize the impact that HR can have in our community. Depending on the package that you choose, you'll have varying levels of access and recognition at that event.

No matter the package you choose, you'll be recognized as a valued partner of LWHRA in the DEI advocacy space and contribute to the larger mission of Connecting, Growing and Serving LWHRA and its members. Ultimately, you'll be making the world a better place.