

Portraits of Payroll

Canada's 1.5 million employers rely on payroll practitioners to ensure the timely and accurate annual payment of \$1.02 trillion in wages and taxable benefits, and \$345 billion in statutory remittances while complying with more than 200 federal and provincial regulatory requirements.

For this very reason, the association has been celebrating and elevating payroll professionals across Canada, through National Payroll Week for 43 years.

Join us as we continue to showcase payroll in a new light and celebrate the contributions of the profession in 2022, culminating with a series of live and virtual events during National Payroll Week (NPW)!

Why Sponsor NPW?

NPW is your chance to participate in a country wide celebration of payroll professionals.

Here are a few more reasons to participate:

- Sponsorship shows your commitment to raising the profile of payroll as a mission-critical business process and the importance of payroll professionals in Canada's economy.
- Allows your brand to go beyond advertising to meaningfully engage, and demonstrate that your organization is part of and celebrates the payroll community.
- For the first time ever, we will be having both in-person and virtual celebrations which will be happening throughout the months leading up to National Payroll Week.

Contact us today to see how your company can join us in raising the voices and profile of the payroll teams across Canada!

National Payroll Week (In-Person Events)

In 2021, we put a name to payroll with our "Hi, I'm Payroll" campaign. This year, we're celebrating the profession with high-end photography exhibits, featuring payroll professionals from coast to coast to coast. In-person events will include breakfast and refreshments, a roving photographer, entertainment and exciting speakers. There will be plenty of opportunities to showcase your brand and network with current and prospective clients!

Mark your calendars for **September 19th – 23rd 2022** as we travel across Canada putting payroll professionals front and center:

- **Dartmouth**
- **Montreal (1 English/1 French)**
- **Toronto**
- **Ottawa**
- **Calgary**
- **Edmonton**
- **Vancouver**

Anticipated Attendance: In Person: 1300 Virtual: 1500

Virtual Campaign Highlights:

Show National Payroll Institute members that your organization understands the importance of elevating the payroll profession and join in the virtual celebration to recognize them. Our annual NPW campaign is ideal for raising brand awareness, through a broad range of engaging channels that offer the unique opportunity to connect with the hearts and minds of our nearly 25,000 members! Opportunities include:

- **Two virtual events in English & 2 in French (September 15 & 16)**
- **Virtual photo booth & entertainment**

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2022 National Payroll Week Sponsorship

SOLD OUT

	DIAMOND (1 SPOT)	PLATINUM (2 SPOTS)	GOLD (3 SPOTS)	SILVER (4 SPOTS)	BRONZE (6 SPOTS)
	\$35,000	\$25,000	\$20,000	\$10,000	\$5,500
Thought Leadership					
Social Media Live Event (ie: Facebook or LinkedIn)	✘	✘			
Opportunity to host corporate event via zoom (including registration & e-blast promotion by NPI & lead list)	1 Pre & 1 Post NPW event	1 Pre or Post NPW event			
Speaking Opportunities					
Virtual Event: Introductions	Event Opening Intro, on Day 1 & 2 (English)	Keynote Intro (English)	Opportunity to do French opening remarks at event or a keynote introduction		
Live Event: Introductions	1st choice of English, plus the French event	1 English	1 English		
Lead Generation					
Eblast Pre-NPW	Individual	Individual	Group	Group	Group
Eblast Post-NPW	Individual	Group			
Event Lead List	Full event	Full Event	Virtual Event	In-person event list	250 Randomized Virtual Leads
In-Person Event Branding					
Sponsor recognition at photo exhibit/live event (logo on backdrop)	✘	✘	✘	✘	
Prize giveaway	✘	✘	✘		
Verbal recognition at events	✘	✘	✘	✘	✘

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Virtual Event Branding					
Verbal recognition at events	×	×	×	×	×
Logo on signage at events	×	×	×	×	×
Entertainment event - Virtual		1-Day			
Prize giveaway	×	×	×	×	×
Branded digital photo booth (B&W)	×				
Pre-Event Branding Recognition					
NPW announcement email with registration - logos	×	×	×	×	×
Logo on event registration page	×	×	×	×	×
Recognition as sponsor on NPI website for NPW	×	×	×		×
Networking					
Table in networking area of event	All events	All events	Toronto, Calgary, Edmonton		
NPW Event Registrations for in- person events	5	4	3	2	
NPW Event Registrations for virtual events	20	15	10	5	1
Social Media					
Social Media Post thanking sponsors	×	×	×	×	×
Social Promotion - NPI will amplify sponsor posts about internal NPW celebrations	×	×	×	×	×
Post-Event Branding Recognition					
Sponsor recognition in Sept/Oct issue of DIALOGUE	×	×	×	×	×
NPI Eblast Post NPW-Thank You Sponsors	×	×	×	×	×