

BestCompaniesAZ offers customized employer branding and marketing solutions that elevate your regional award-winning brand to attract top talent and customers. We accomplish this through a successful, powerful and proven exclusive regional program developed over 17 years. Our program gets results and we have the ROI to prove it!

	Platinum Full Branding, Digital & PR Services (Quarterly Exposure)	Gold Limited Branding, Digital & PR Services (Semi-Annual Exposure)
EMPLOYER & CORPORATE BRANDING		
Regional Web & Social Media		
<ul style="list-style-type: none"> Regional company (see sample) 	Up 6 pages	Up to 4 pages
<ul style="list-style-type: none"> Search engine optimization on profile 	Yes	Yes
<ul style="list-style-type: none"> Social media promotion – all BCAZ channels (shared and original) 	Weekly	Bi-weekly
<ul style="list-style-type: none"> Social media 3rd party ads created by BCAZ 	Quarterly	Semi-Annual
<ul style="list-style-type: none"> Promotion of company events (hiring, charity, educational) 	As needed	As needed
<ul style="list-style-type: none"> Featured in monthly BCAZ enews & bi-weekly event enews 	Quarterly	Semi-Annual
Storytelling – Blogs & Monthly Best Lists		
<ul style="list-style-type: none"> Company blog posts promoted on website and social media 	Monthly/as needed	Quarterly/as needed
<ul style="list-style-type: none"> BCAZ to interview employees and write blogs 	4X year	2X year
<ul style="list-style-type: none"> Featured in monthly “best list” campaigns 	Select 6 lists/year	Select 4 lists/year
Talent Attraction / Career Promotion		
<ul style="list-style-type: none"> Career postings – featured on profile page and jobs page 	RSS/as needed	RSS/up to 10
<ul style="list-style-type: none"> Featured in monthly BCAZ bi-weekly careers 	Quarterly	Semi-Annual
<ul style="list-style-type: none"> Featured in monthly careers, bi-weekly events 	Yes	Yes
<ul style="list-style-type: none"> 3rd party career postings managed by BCAZ (PipelineAZ, Career Connectors, Galvanize) 	Yes	Yes
<ul style="list-style-type: none"> Promoted by BCAZ community & university partners (economic development, university, colleges, veteran events, etc.) 	Yes	Yes
EXCLUSIVE EVENTS - Speaking/Sponsorship		
Annual BCAZ Signature Events		
<ul style="list-style-type: none"> BestCompaniesAZ Signature Events — Military and Diversity Industry Career Events / Panels – Tech, Customer Service, Sales, etc. Arizona Most Admired Companies (3 Event Sponsorships available) 	Speaker/Sponsor Available 6X year	Speaker/Sponsor Available 4X year if available
Community Events – position as thought leader		
<ul style="list-style-type: none"> Featured as panelist or presenter at AZ Biz Link Event (or other) Complimentary Tickets for your staff to speaking events 	Available 2X year	Available 1X year
PR & MEDIA – employment and charity promotion		
<ul style="list-style-type: none"> Customized PR plan developed and executed by BCAZ 	Quarterly Plan	Semi-Annual Plan
<ul style="list-style-type: none"> Career openings pitched to local media 	Min 6X year	Min 4X year
<ul style="list-style-type: none"> Client mentions or editorial pitch to local media 	Min 4X year	Min 2X year
AWARD CONSULTATION & SUBMISSION		
<ul style="list-style-type: none"> Award strategy & planning for year 	Yes	Yes
<ul style="list-style-type: none"> Workplace awards consultation & support, includes review of survey data and recommendations (state, national and leadership awards) 	Up to 20 hours	Up to 10 hours
<ul style="list-style-type: none"> Award nominations - written & submitted by BCAZ 	4X year	2X year
INVESTMENT		
<p><i>NOTE: Platinum & Gold Packages are split between PR, HR and Marketing budgets – See ROI Reporting</i></p>	up to \$66,000 Annual \$5,500 per month 12 Month Contract	\$36,000 Annual \$3,000 per month 12 Month Contract