

2021 Campaign - Advancing Arizona Forward

Our Mission: To Validate and Elevate the Best Companies to Work for in Arizona

Exclusive Invitation - 2021 Annual Visionary Partner Benefits

Join BestCompaniesAZ and Arizona's award-winning companies as we help to advance Arizona into the future. An annual investment with BCAZ positions your company as one of Arizona's most prestigious employers and thought leaders in our state. Take your regional brand to the next level with BestCompaniesAZ.

PR & Media Solutions

- **Top Visionary Partner for 2021 Campaign**
- **AZ Media Exposure:** Regional PR support promoting culture, awards, thought leadership, hiring goals, charity work.
- **Editorial and Speaking Opportunities:** topics on DEI, culture, industry trends, thought leadership and hiring.
- **Arizona Most Admired Event Sponsor for 2021:** 3 available
- **Award Strategy & Submission:** Regional award strategy, consultation and submission.
- **Culture Reputation Management:** Objective review of company reputation on Glassdoor, Indeed.com, and other digital sites

Reduced Costs!



Increased Regional Brand Awareness and ROI

“BestCompaniesAZ is a top driver of traffic to our career website and has generated the 6th highest number of viewers beating many national and local branding platforms such as Glassdoor, Indeed, Yahoo, Recruit Military, Phoenix Business Journal, ZipRecruiter, local media channels, chambers, and more.”

Talent Acquisition Director, 2020

Content Marketing & Branding Solutions

- **Digital Web Exposure:** Prominent logo placement on BCAZ #1 ranked website
- **Fully optimized 5-6 page profile on BCAZ website.** Culture stories, awards, D&I programs, employee resource groups, charities, employee stories and career openings.
- **Featured Status on Signature Pages:** Diversity Committed, Veteran Committed and Industry
- **Best Lists and Campaigns:** Featured in “best lists” (veteran, DEI, best practices, industry, city, award type, etc)
- **3rd Party Social Media:** Featured in BCAZ social media campaigns and targeted company posts. Third party ads.
- **Culture Survey Analysis/Benchmarking:** Objective review of employee survey results for benchmarking and branding.

Regional HR/Talent Sourcing Solutions

- **Customized Recruitment Sourcing Strategy**
- **Careers Featured:** RSS Feed or up to 15 careers featured
- **Careers Pitched to Local Media:** Channel 15, others TBD
- **Career Events:** Participate in all BCAZ career events focused on diversity & inclusion, industries, veterans
- **Access to Candidate Database and Career Partners**
Access to BCAZ's resume database and job seeker subscribers of 6,000 BCAZ/12,000 CC.

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Validating and Elevating Arizona's Best Companies

Annual Investment Opportunities

Investment Levels at a Glance	Platinum	Gold	Silver
<i>Customized to meet Arizona HR, PR and Marketing Goals</i>	Focused on Quarterly PR & Award Strategies	Focused on Semi-Annual PR & Award Strategies	Focused on Employer Branding & Recruitment
PR & Media Solutions in Arizona			
Top Visionary Partner for 2021 Campaign	Yes	Yes	
AZ PR & Media Exposure	Min/Quarterly	Min/Semi-Annual	
Speaking/Panel/Podcast Opportunities	Min/Quarterly	Min/Semi-Annual	
Arizona Most Admired Companies Event Sponsor (value at \$15,000)	Yes	if available	
Award Strategy & Submission	Min/Quarterly	Min/Semi-Annual	
Culture Reputation Management	Yes	Yes	
<i>(Valued at \$1,500 - \$4,500 per month)</i>			
Content Marketing & Branding Solutions			
Digital Web Exposure on BestCompaniesAZ.com	Top 6 Pages	Top 4 Pages	Top 2 Pages
Featured on Veteran and Diversity Special sections of website	Both	Both	One
Fully optimized Arizona Company profile on BCAZ website.	6 Pages /	5 Pages	3 Pages
Featured in AZ Best Lists and Targeted Campaigns	Eligible for all	Eligible for 6 *	Eligible for 4
BCAZ Social Media - Best Lists, Campaigns and/or Company Spotlight post	Weekly	Bi-Weekly	Monthly
Culture Survey Analysis/Benchmarking	Yes	Yes	
<i>(Valued at \$1,500 - \$3,500 per month)</i>			
Regional HR/Talent Sourcing Solutions			
Careers featured on BCAZ profile and jobs page	15 Careers	10 Careers	5 Careers
Speaking & Panel Opportunities - Career Events	6 year	4 year	1 year
Careers pitched to local media	Goal Bi-Monthly	Goal Quarter	If Available
Access to BCAZ Community/Career Partners & Events	Yes	Yes	Yes
Customized campaigns to BCAZ resume and enews database	Yes	Yes	Add'l Fee
Sourcing/Pre-Screened Resumes	Yes	Yes	Add'l Fee
<i>(Valued at \$1,000-\$2,000)</i>			
<i>Monthly Investment</i>	\$6,250 / Month	\$4,167 / Month	\$2,083 / Month
<i>Quarterly Investment</i>	\$ 18,750.00	\$ 12,500.00	\$6,250
<i>Annual Investment</i>	\$ 75,000.00	\$ 50,000.00	\$ 25,000.00
<i>Package Valued Cost Savings</i>	<i>\$10,000 / Month</i>	<i>\$7,000 / Month</i>	<i>\$4,000 / Month</i>

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Validating and Elevating Arizona's Best Companies

Editorial Calendar

An investment with BCAZ positions your company as one of Arizona's most prestigious employers and thought leaders in our state. BCAZ provides your company with 3rd party validation and an exclusive regional branding platform that will take your regional brand to the next level.

2021 Campaigns and PR Plan (See Attached Editorial Calendar)

Best Awards (National, State & Industry)

- Arizona Most Admired Companies
- Top Companies to Work for in AZ
- Corp. Equality Awards – National & Local
- National Workplace Culture awards (Fortune, Forbes, Glassdoor, etc)

Best Corporate Equality (monthly)

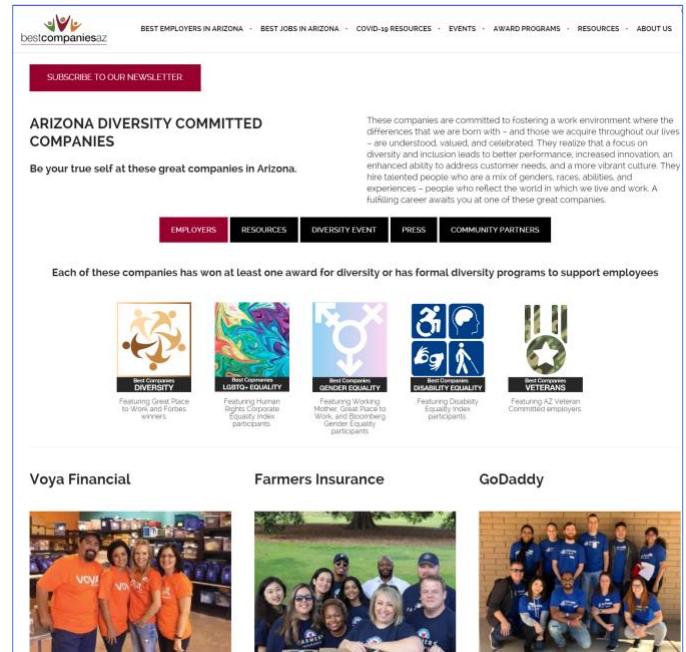
- Diversity, Equity & Inclusion feature stories
- Employee Resource Group Highlights
- Sharing best practices/thought leadership

Best Veteran Campaigns (1st & 4th Quarters)

- Veteran employee feature stories
- Employee Resource Group Highlights
- Sharing best practices/thought leadership

Best Industry (Quarterly)

Corporate Equality Page



Awards & Events Calendar (tentative – to be updated 1/15/21)

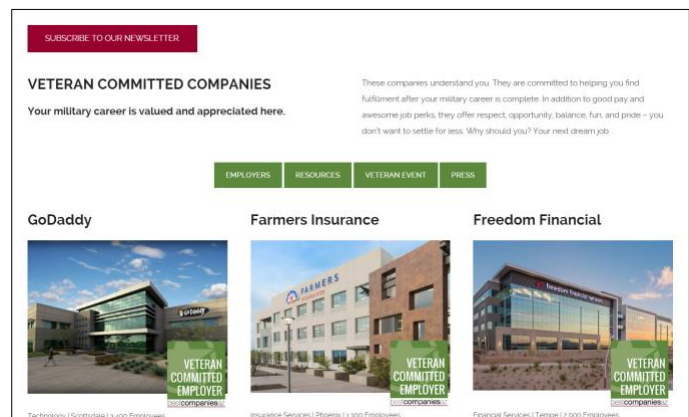
1st and 2nd Quarters (January – June)

- Mar 4 - Veteran Hiring Event & Vet Talks
- April 8 - Sales & Service Career Panel
- May - Corporate Equality/DEI Career Event
- June – Top Companies to Work for in AZ Award

3rd & 4th Quarters (July – Dec)

- July – Finance & Insurance Career Event Panel
- Aug – Most Influential Women Award
- Sep/Oct – Arizona Most Admired Companies
- Oct - Technology Career Event & Panel
- Nov – Corporate Equality/DEI

Best for Veterans



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Introductory Membership Packages (Quarterly & 6 months)

Quarterly Campaigns \$6,000 - Quarterly Investment

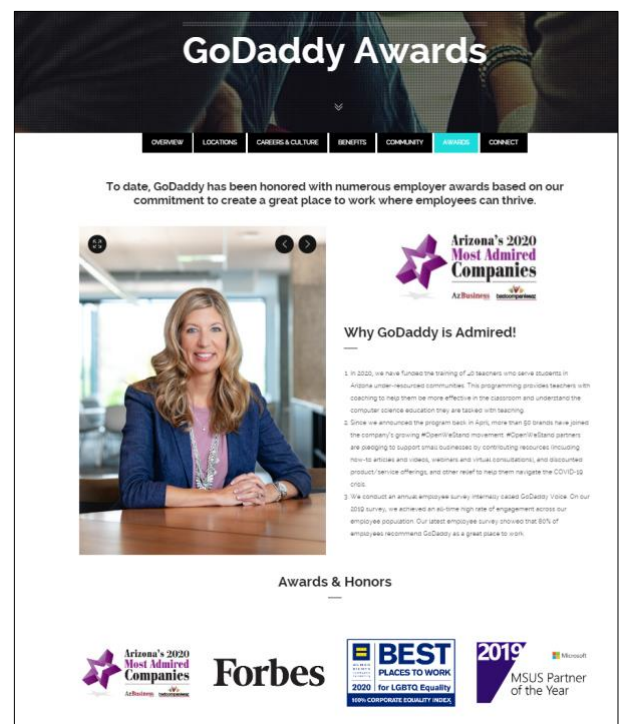
Benefits include:

- **1-2-page profile on BCAZ website.** Content to include: Company overview, culture highlights, awards, careers and appropriate content based on theme purchased (industry, Veteran or Corp Equality).
- **Up to 5 Careers:** Featured on profile and jobs page
- **Best List Featured Status:** Featured Company Status in "Best List" -- Industry Leader OR Veteran Committed OR Corporate Equality company.
- **Social Media:** featured in social media campaigns as a group (industry, veteran or equality)
- **1 Event – Presenting Sponsor level -** Participation at relevant Career Event during quarter (Industry, Veteran or Corp Equality).
- **Award Consultation and Regional Employer Branding:** Receive 1-1 coaching support from employer branding experts on how to elevate your regional brand

Basic Annual Membership \$6,000 – 6-Month Membership (\$10,000 Annual)

- **Featured Status on Award Page.** Logo/link
- **1-page profile on BCAZ website.** Content to include: Company overview, culture highlights, awards, careers and appropriate content based on award received
- **Up to 5 Careers:** Featured on profile and jobs page
- **Social Media:** featured in social media campaigns as a group (industry, veteran or equality)
- **Award Consultation and Regional Employer Branding:** Receive 1-1 coaching support from employer branding experts on how to elevate your regional brand

SAMPLE OF COMPANY PROFILE



GoDaddy Awards

OVERVIEW LOCATION CAREERS & CULTURE BENEFITS COMPANY CULTURE CONTACT

To date, GoDaddy has been honored with numerous employer awards based on our commitment to create a great place to work where employees can thrive.

Arizona's 2020 Most Admired Companies
At Business

Why GoDaddy is Admired!

1. In 2020, we have funded the training of 23 teachers who serve students in Arizona under-resourced communities. The programming provides teachers with coaching to help them be more effective in the classroom and understand the computer science education they are tasked with teaching.
2. Since we announced the program back in April, more than 60 brands have joined the company's growing #OpenInclusion movement. #OpenInclusion partners are working to support small businesses by contributing resources including non-toxic articles and videos, webinars and virtual consultations, and discounted product/service offerings, and other relief to help them navigate the COVID-19 crisis.
3. We conduct an annual employee survey (internally called GoDaddy Voice). On our 2020 survey, we achieved an all-time high rate of engagement across our employee population. Our latest employee survey showed that 80% of employees recommend GoDaddy as a great place to work.

Awards & Honors

Arizona's 2020 Most Admired Companies
Forbes
BEST PLACES TO WORK 2020 for LGBTQ Equality
MSUS Partner of the Year