

## Let BestCompaniesAZ elevate your regional brand!

BestCompaniesAZ specializes in helping award winning Arizona companies strengthen and market their unique employer brands. We take a different approach than your average employer branding agency. We have earned the reputation as Arizona's #1 platform for connecting employers, job seekers, and the community.



### REGIONAL EMPLOYER BRANDING

*Elevate your regional brand with 3<sup>rd</sup> party endorsement*

- Rank at the top of Google Searches for dozens of key search terms
- Bring your Arizona culture to life with a regional company profile and showcase your culture with employee testimonials and company videos
- Amplify your DEI and Veteran programs and ERGs to attract diverse talent

#### BCAZ Employer Branding Solutions:

- Prominent logo placement on BCAZ #1 ranked website
- Fully optimized profile including culture stories, awards, D&I programs, employee resource groups, charities, employee stories, etc.
- Featured Career Openings and tracking links
- Featured Status Diversity, Veteran, city and Industry optimized pages
- Featured in Best Lists and Themed Campaigns: veteran, DEI, best practices, industry, city, awards
- Featured in BCAZ social media campaigns and targeted company posts.
- Access to BCAZ Award Badges to promote your AZ employer brand

### TALENT ATTRACTION & SOURCING

*Increase the quality of candidates*

- Stand out from all other hiring companies – we showcase only the BEST.
- Attract quality talent and fill the pipeline faster to achieve hiring goals.
- Get quick access to regional community, university & workforce partners.

#### Talent Sourcing Solutions

- Customized Recruitment Sourcing Strategy
- RSS Feed or up to 15 careers featured
- Careers Pitched to Local Media (including Hispanic media partners)
- Participate/sponsor Career Events: DEI, industries, cities, veterans, university
- Access to BCAZ and career partner database of candidates (12,000 +)

### PR, PUBLICITY & AWARDS

*Gain access to BCAZ media partners and share your thought leadership!*

- Get featured in earned AZ Media showcasing your culture and hiring goals
- Participate in regional awards focused on culture, leadership, social responsibility
- Position your company and leadership as a sponsor and speaker for many BCAZ hosted podcasts, awards and career events

#### PR, Media & Award Solutions

- Right of first refusal for all editorial and speaking opportunities: topics on DEI, culture, industry trends, thought leadership and hiring.
- AZ Most Admired Event Sponsor: limited to 3 annual partners
- Regional award strategy, consultation and submission (quarterly).

### Increased Regional Brand Awareness & 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, FinTech Company 2020*

# BestCompaniesAZ High Profile Pages

(Sample of Optimized Sections Attracting More Talent – DEI, Veteran & Industry)

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 3<sup>rd</sup> party validation and an exclusive regional branding platform that will take your regional brand to the next level.

## Diversity Committed Section (Ranking in top of search engines for AZ)

## Veteran Committed Section (Ranking in top of search engines for AZ)

## Companies Now Hiring Page

## Tentative 2021 Career Events Calendar

- July 29 – Prof Sales & Service Panel
- Aug 16 – GCU Best Company Hiring Event
- Aug 26 – One Community Diversity Career Expo
- Sept 23 – Technology Career Event & Panel
- Nov 4 - Diversity Talks – Panel/Career Event
- Feb 2022 – 9<sup>th</sup> Annual Veteran Hiring Event

## 3 Ways to Elevate your Award-Winning Arizona Brand with BestCompaniesAZ

### 1. Annual Partner Packages (see attached breakdown of packages)

*Consolidate your HR, PR and Marketing strategies under one annual package*

#### **Platinum Annual Package - \$5,500+ per month**

- Full Branding, Digital, Sourcing, Award & PR Services (quarterly exposure)
- Right of first refusal for sponsorship & speaking opportunities (min quarterly)
- Right of first refusal for any media/editorial ops. (quarterly)
- Maximum digital exposure – 5 page profile, 15 careers, weekly social media, featured on multiple BCAZ web pages – Best Employers, DEI, Industry, Veterans and relevant BEST lists, and more

#### **Gold Annual Package - (\$3,500 + per month)**

- Same services as Platinum but less frequency (semi-annual PR exposure)
- Digital Exposure - 3 page profile, 10 careers, weekly social media, featured on multiple BCAZ web pages – Best Employers, DEI, Industry, Veterans and relevant BEST lists, and more (see attached breakdown of packages)

#### **Silver Annual Package - (\$2,000+ per month)**

- Recruitment and employer branding focused only
- 1 page profile and 5 careers; bi-weekly social promotion
- Limited digital exposure – Best Employers, Industry and Award pages

### 2. Starter Package – 6 Month Silver/Gold Trial Package (\$7,500 Quarter; min 6 months)

- 1-page profile on BCAZ website
- Featured on relevant pages: Best Employers, Industry, DEI & Veteran
- Up to 5 Careers: Featured on profile and companies now hiring page
- Featured Company Status in relevant “Best List” per quarter
- Social Media promotion (bi-weekly)
- Featured in BCAZ Weekly Career Enews (monthly)
- Career Event Sponsorship – 1 per quarter (see calendar).
- Careers Pitched to local media (ex: ABC 15, Ch 10 or AzFamily) (Quarterly)
- Award Consultation: Receive 1-1 coaching support on elevating your regional brand through awards (local or national)

### 3. BestCompaniesAZ Membership Package (\$950 monthly fee; 6 mon minimum)

- Includes Premium Profile/Listing (noted above) PLUS
- Company Logo/Link and 5 Career Listings on Companies Now Hiring Page
- Company/careers promoted in BCAZ weekly enews
- Featured in BCAZ social media channels (bi-monthly)
- Career event sponsorship (1 event every 6 months)
- 15% discount paid annual



**Exclusive Invitation for ONLY Arizona's BEST  
Elevate Your Regional Employer Brand & Attract Talent Today!**

<b>Annual Investment Levels at a Glance for 2021</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<i>Customized to meet Arizona HR, PR and Marketing Goals</i>	Fully Customized Service (right of first refusal)	Fully Customized - half the frequency of Platinum	Employer Branding & Recruitment Only
<b>Employer Branding Solutions</b>			
Optimized Company profile on BCAZ website	4-5 Pages	3 Pages	1 Page
Featured on Best Employers Page and Industry Pages	Yes	Yes	1 Page
Featured on Veteran & DEI sections of website	Both	Both	1 Page
Company Listing on Award Page for Top Co and Most Admired	Yes	Yes	Yes
Featured Status in AZ Best Lists & BCAZ Blogs	Monthly	Bi-Monthly	Quarterly
Featured Status in BCAZ Weekly Career Enews	Weekly	Bi-Weekly	Monthly
BCAZ Social Media Promotion (original & shared)	Weekly	Weekly	Bi-Weekly
BCAZ Social 3rd Party Ads (geo-targeted)	4X year	2X year	Add'l Fee
Culture Survey Analysis/Branding Strategy	Yes	Yes	Add'l Fee
<b>Candidate Attraction - Talent Sourcing Solutions</b>			
Careers featured on BCAZ profile and Companies Now Hiring Page	15+ Careers	10 Careers	5 Careers
Career Event Sponsor - w/Speaking Opportunity	All	Quarterly	1 every 6 months
Careers pitched to local media (ex: ABC 15)	Goal Monthly	Quarterly	If Available
Featured in BCAZ Targeted Sourcing elevating your BEST brand	Monthly	Quarterly	Add'l Fee
Introductions to BCAZ Community & Career Partners	Yes	Yes	Yes
<b>Regional PR &amp; Media Solutions - Thought Leadership</b>			
PR Opportunities (Right of first refusal for the following: Now Hiring, Best Lists, Digital PR, Podcasts, Speaking/panel Opportunities)	Min Quarterly	Min Semi-Annual	If available
Arizona Most Admired Event Sponsor (3 available - value at \$15,000)	Yes	if available	Add'l Fee
Award Strategy (provide assistance w/awards submission)	Quarterly	Semi-Annual	Add'l Fee
Culture Reputation Management	Yes	Yes	Yes
		<i>Denotes Starter Package (6 month trial \$2,500 month )</i>	
<i>Monthly Investment</i>	<b>\$5,500+ custom</b>	<b>\$3,500+</b>	<b>\$2,000 / Month</b>