

Elevate Your Regional Brand with BestCompaniesAZ in 2022!

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 3rd 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 3rd 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

2021 Career Events Calendar

- July 29 – Prof Sales & Service Panel
- Sept 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

2022 Calendar Available Q421

- Jan 2022 – Launch of 20th Anniversary 100 Best
- Feb 2022 – 9th Annual Veteran Hiring Event
- Mar 2022 – DEI Career Event

Note: Minimum of 1 BCAZ Career Event per quarter focused on DEI, Veterans, Industry specific or city event.



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

Annual Investment Levels at a Glance for 2022	Platinum	Gold	Silver
<i>Customized to meet Arizona HR, PR and Marketing Goals</i>	Branding, Talent, PR - Fully Customized Service	Branding, Talent & PR - half the frequency of Platinum	Employer Branding & Recruitment Only

Employer Branding Solutions

Optimized Company profile on BCAZ website	4-5 Pages	3 Pages	2 page
Company Profile Featured on Top Performing Pages			
- Listing/Logo on Award Page	Yes	Yes	Yes
- Best Employers Page and Industry Page	Yes	Yes	1 page
- Best for Diversity Committed and/or Veteran Employers	Yes	Yes	1 page
Featured Status in Multiple AZ Best Lists & BCAZ Blogs	Monthly	Bi-Monthly	Quarterly
Featured Status in BCAZ Weekly Career Enews	Bi-Weekly	Monthly	Bi-Monthly
BCAZ Social Media Promotion (original & shared)	Weekly	Bi-Weekly	Monthly
BCAZ Social 3rd Party Ads (geo-targeted ads)	Bi-Monthly	Quarterly	Additional Fee
Award Consultation Support for Arizona Market	Yes	Yes	Yes

Candidate Attraction - Talent Sourcing Solutions

Careers featured on BCAZ profile (RSS feed & tracking available)	15+ Careers	10 Careers	5 Careers
Featured on Companies Now Hiring Page	Yes	Yes	Yes
Career Event Sponsor - Vet Talks, Diversity Talks & Career Connectors	Yes - No Add'l Fee for all events	Yes - No Add'l Fee BCAZ/CC events	Add'l Fee
Careers pitched to media (ex: ABC 15, CH 10, other TBD)	Monthly	Bi-Monthly	Quarterly
Featured in BCAZ 3rd party Talent Sourcing - Best Lists only	Monthly	Bi-Monthly	Quarterly
Access to BCAZ Community & Career Partners	Yes	Yes	Add'l Fee

***** ADDED BONUS in 2022 - Featured in 20th Anniversary Promotional Plan**

Featured status on marketing collateral (web, digital and social)	Yes	Yes	Yes
Company Profile in 100 Best publication (digital and/or print TBD)	full page	half page	1/4 page
Interview opportunities as AZ Thought Leader (media, podcast, blogs)	Yes	Yes	If Available
Featured Sponsor at Annual Cocktail Reception (Q4 2022 TBD)	10 Tickets	5 Tickets	2 Tickets
100 Best Event Sponsorship Value (ala carte for NON BCAZ clients)	Value \$25,000	Value - \$15,000	Value \$7500
<i>Monthly Investment</i>	\$5,000+ custom	\$3,500 / Month	\$2,000 / Month
<i>Quarterly Payment Schedule</i>	\$15,000	\$10,500	\$6,000