



# **workhuman\* live**

**MAY 12-15 2025 | GAYLORD ROCKIES**

**SPONSORSHIP PROSPECTUS**

# About Live

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# The world's most **transformative** HR conference

If you've ever been to a Workhuman Live, you know we're not traditional. And that goes for the treatment of our sponsors as well. Workhuman Live is where you make deep connections with our attendees through memorable, highly-integrated experiences. And we can only offer a few of these unique opportunities.

By sponsoring, your brand can connect with the changemakers, culture creators, leaders, disruptors, innovators, and mavericks of the HR industry who are coming to talk about the most pressing workplace issues of today.

## Who can sponsor?

To be a sponsor, your business must:



Provide a solution that helps enhance the culture of an organization



Align with Workhuman from a brand/thought leadership perspective



Not be a current or potential competitor in one or more areas of our Workhuman Platform

# Strengths of our sponsorship program

## Exclusivity

We don't have hundreds of sponsors and exhibitors. You'll have limited competition for the mindshare of this incredible audience.

## Integration

Our sponsors are a part of the overall experience, not disconnected in a separate hall or location.

## Ease

Workhuman will support you every step of the way to ensure a successful sponsorship.

Our audience is extremely engaged. They want to meet other providers.

**They want to meet *you*.**



A large, vibrant crowd of people is gathered in a modern event space. The scene is illuminated with colorful stage lights in shades of blue, purple, and pink. In the background, several booths and banners are visible, including one that says "DEMO THE HUMAN", another that says "BANISH BIAS", and another that says "WELLBEING BEAT BURNOUT". The crowd is diverse and appears to be engaged in the event. The text "Not your typical HR event." is overlaid in the center of the image.

**Not your typical  
HR event.**



# Take a look back at our exceptional past

These are just some of the speakers who have graced the Workhuman Live stage in previous years. Stay tuned to see the 2025 lineup and check out the full list of past speakers [here](#).



Adam Grant



Cy Wakeman



Arianna Huffington



Brené Brown



Dr. Bernice A. King



Doyin Richards



Simone Biles

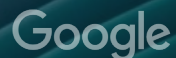
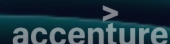


Michelle Obama



Simon Sinek





# Not your average audience.

Access an incredible community of HR leaders from leading brands.

## Who you'll meet

**4,000+**

attendees

**2,000+**

companies represented

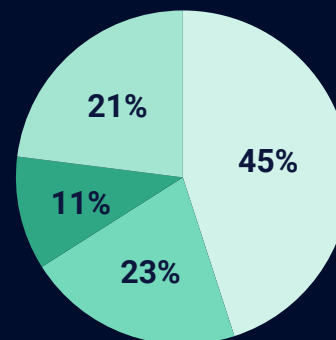
**45%**

director level or above

**55%**

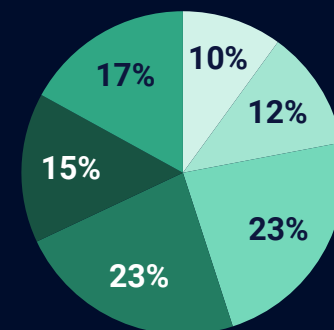
from companies with 1,000+ employees

### Company size (# of employees)



■ <1000 ■ 1,000 - 5,000 ■ 5,000 - 10,000 ■ 10,000 +

### Job level



■ C-Level ■ President/VP  
■ Director ■ Manager  
■ Contributor ■ Other

## Top industries

Banking & Finance

Business

Education

Government

Healthcare

Technology

# What our attendees love about us:

“

**I can't speak more highly about this event. I love the energy, networking, and robust content. Kudos to all involved in putting together this fantastic conference! Well done!**

– Manager, Global Wellbeing & Recognition, Kohler Co.

“

**Excellent conference. From the diverse representation to the keynote and session speakers, this conference was worth every penny! I would highly recommend this to anyone who is interested in making their workplace a better place, not just HR professionals.**

–HR Manager, NBCUniversal

“

**Informational, inspirational, and transcends the world of HR. I met many individuals outside of the HR field that were inspired by the topics being presented. This information is valuable to people, because people are the heartbeat of any successful organization.**

– Engagement Director, The James Barry-Robinson Institute

“

**You always make this event so engaging and inspiring. NO ONE does it like you. I appreciated all the insights and am happy to have tangible engagement ideas and solutions to bring back with me to my organization.**

–Initiatives Lead, Securian Financial Group, Inc.



# Packages

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# Sponsor Benefits –

## Event Access

	Custom Experiences	Turnkey Moments	Brand Boosters
	14 available	11 available	15 available
Benefit access varies by sponsorship tier:			
Complimentary full conference registrations for your organization's employees, valued at \$2,095 per ticket	5	3	1
Complimentary expo only registrations for your organization's employees, valued at \$995 per ticket	4	2	2
Option to purchase two additional full conference registrations at a discounted rate of 20% off current single ticket price	✓	✓	✓
Option to purchase two additional expo only registrations at a discounted rate of 20% off current price	✓	✓	✓
Access to discounted pricing when you bring your organization's HR team (5 or more)	✓	✓	✓
Special code to share with your qualified customers to purchase full conference registrations at a discounted rate of 20% off the current single ticket price	✓	✓	✓
Pre-event breakdown of companies and job titles attending (provided in excel format 2 weeks prior to event start date)	✓	N/A	N/A
Mobile app access to network and schedule meetings (available 6 weeks prior to event start date)	✓	✓	✓
Complimentary invitation for executive/C-level delegate from your company to attend the Workhuman Executive Dinner – based on availability	1	N/A	N/A
Complimentary invitations for two of your executive-level customers that are already attending conference to attend the Workhuman Executive Dinner	2	N/A	N/A



# Sponsor Benefits –

## Branding and Communications

	Custom Experiences	Turnkey Moments	Brand Boosters
	14 available	11 available	15 available
Benefit access varies by sponsorship tier:			
Your company's full-color logo and company listing on the conference sponsor page on Workhumanlive.com	✓	✓	✓
Deluxe signage with your company's full-color logo in strategic conference locations	✓	✓	✓
Premium recognition on large video screens in general session	✓	✓	✓
Mainstage "call out" during the MC's Welcome Address	✓	✓	✓
Your company's full-color logo and company listing on mobile app	✓	✓	✓
Banner ad on mobile app	✓	N/A	N/A
Your company's full-color logo included in "Sponsor thank you" footer in pre-, during, and post-event emails	✓	✓	✓
Company logo in daily emails to attendees each day of the conference (tiered by sponsorship level; listed alphabetically by company name)	✓	✓	✓
Option to add on a branded sponsor kiosk in the sponsorship pavilion in Workhuman Central (limit one per sponsor); kiosk includes lead retrieval – limited availability	✓	✓	✓

# Custom Experiences

For those ready to craft an immersive brand experience.

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# Sponsor Village

20 of 20 available

This year, we're bringing mountain living indoors and building a sponsor village within Workhuman Central. A select group of sponsors will have the chance to connect with attendees in these turnkey branded spaces. Workhuman will drive traffic to the sponsor village through messaging and on-site activation.

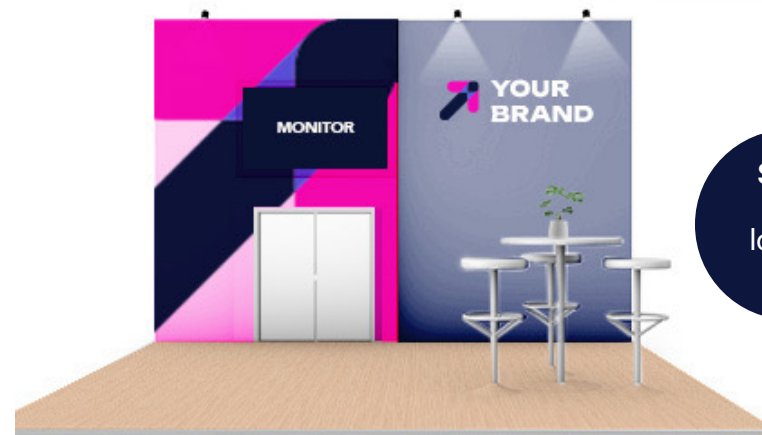
## INCLUDES:

- Turnkey branded kiosk space in one of three levels – Mt. Collaboration, Mt. Connection, and Mt. Engagement
- Lead capture license
- Sponsor signage
- Benefits package aligned to sponsorship level

## REQUIREMENT:

- Mt. Engagement kiosk included with Custom Experience sponsorship. Must purchase a Brand Boosters or Turnkey Experiences sponsorship to be eligible to purchase an add-on kiosk.

Mt. Collaboration



**Sample layouts** – design and décor will be consistent with conference look and feel and can be customized to support sponsor branding.

Mt. Connection



Mt. Engagement



# Headshot Studio

1 of 1 available

Give attendees something they want – professional headshots!

## INCLUDES:

- Physical build of headshot space within Workhuman Central
- 2 headshot backdrops
- Photographers
- Makeup artists
- Digital delivery of headshots to attendees, including a co-branded email header from sponsor brand and Workhuman
- Sponsor signage
- Custom Experiences benefits package





# Breakout Speaker

6 of 6 available

Get in front of your target audience, literally! One sponsored session per breakout segment is being added to the Workhuman Live agenda. Put your success story front and center with your target audience.

As a session sponsor, you will receive brand exposure in pre-event and on-site promotions.

## INCLUDES:

- One (1) 50-minute breakout session as part of the main agenda\*
- Sponsor signage
- Session attendee list
- Logo, speakers, company profile included in event agenda
- Custom Experiences benefits package

\*Content must be non-sales, case-story oriented and presented by (or with) a current client. All content (topic, abstract, slides) must be approved by Workhuman in advance.





# Lunch & Learn

4 of 4 available

Two back-to-back lunch & learn sessions will take place during each day's lunch break and will be included in the Workhuman Live agenda. Put your success story front and center with your target audience.

As a lunch & learn sponsor, you will receive brand exposure in pre-event and on-site promotions, with no competing sessions at the same time.

## INCLUDES:

- One (1) 30-minute lunch & learn session to take place during Tuesday & Wednesday lunch breaks
- Sponsor signage
- Session attendee list
- Logo, speakers, company profile included in event agenda
- Custom Experiences benefits package

\*Content must be non-sales, case-story oriented and presented by (or with) a current Workhuman client. All content (topic, abstract, slides) must be approved by Workhuman in advance.





# All-Attendee Party

1 of 1 available

The Wednesday night party is Workhuman Live's biggest evening event and a great opportunity to reach attendees outside of their busy event schedules.

As the exclusive sponsor of our all-attendee party, you will receive significant brand exposure in pre-event and on-site party promotions.

## INCLUDES:

- "Presented by" company mentions on all-attendee party promotions (pre-event and during event, digital and print)
- Sponsor signage
- Mainstage mention ahead of party to drive attendance
- Custom cocktail and mocktail named after your organization
- Custom Experiences benefits package





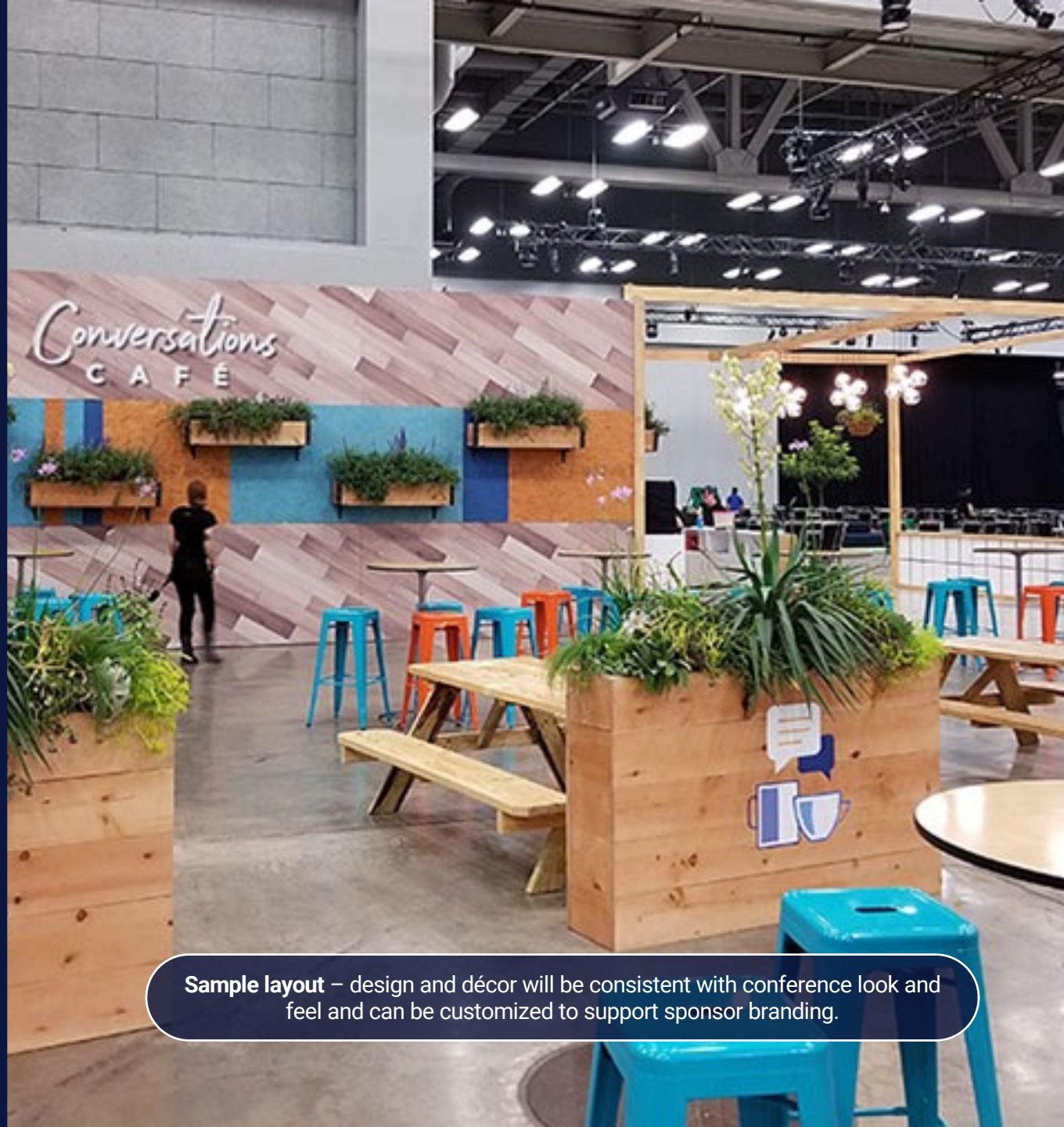
# Café

1 of 1 available

Everybody runs on... [insert your brand name here!] Get in front of every attendee with a sponsorship of the café space within Workhuman Central. Your brand will be the hot spot of the conference.

## INCLUDES:

- Café named after your organization
- Sponsor signage (meterboard & tabletop)
- Coffee cups or sleeves branded with your logo
- Custom Experiences benefits package



**Sample layout** – design and décor will be consistent with conference look and feel and can be customized to support sponsor branding.



# Mountain Retreat

1 of 1 available

Give attendees a space to relax and recharge between sessions (or anytime during the open conference hours) by creating a luxurious lounge area within Workhuman Central, next to the Sponsor Village.

## INCLUDES:

- Customizable to align with sponsor goals
- Lounge furniture
- Charging stations
- Greenery + décor
- Sponsor signage (meterboard & tabletop)
- Infused water station, coffee bar
  - Option to add smoothie bar / snack station
- Custom Experiences benefits package



**Sample layout** – design and décor will be consistent with conference look and feel and can be customized to support sponsor branding.

# Turnkey Moments

For those interested in smaller moments that matter, with minimal lift from you.

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# Lobby Bar Happy Hour

**1 of 1 available**

Anyone who's been to a conference knows the lobby bar is where it's at when it's time to relax and connect with others. Be seen there with our bar sponsorship at our host hotel.

## INCLUDES:

- Sponsor signage and table tents
- Branded cocktail napkins
- Branded cocktail or mocktail
- One-hour beer/wine hosted bar for two nights
- Option to extend hosted bar at additional expense
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village



**Sample layout** – design and décor will be consistent with conference look and feel and can be customized to support sponsor branding.



# Social Events

2 of 2 available

Workhuman Live is all about the humans. Sponsor one of two events where we bring attendees together to connect.

- Monday evening: Singles Social. A networking reception for anyone attending the conference alone and looking to begin their networking journey.
- Tuesday morning: Teams Breakfast. Host all groups of 5+ attendees from the same company for breakfast prior to our opening keynotes.
- Welcome remarks to participants
- Sponsor signage
- Table for sponsor materials or giveaways (un-staffed)
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village





# Water Cooler

1 of 1 available

Sponsor the scheduled networking/meeting area within Workhuman Central. Help attendees build meaningful connections and foster discussions around workplace culture.

**INCLUDES:**

- Physical build of meeting space within Workhuman Central
- Sponsor signage (meterboard & tabletop)
- Infused water station and coffee bar
- Table for sponsor materials or giveaways (un-staffed)
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village





# Refresh + Recharge

2 of 2 available

Our popular lounge spaces provide ample opportunity to capture attendees' attention throughout the event. Give attendees a space to relax and recharge (literally) as they casually connect in Workhuman Central.

## INCLUDES:

- Sponsor signage (meterboard & tabletop)
- Charging areas
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village





# Meditation Sessions

**1 of 1 available**

Help attendees relax and refocus during guided meditation sessions throughout the event (4-6 sessions will be planned).

**INCLUDES:**

- Sponsor signage
- "Sponsored by" company mentions on mediation promotions (pre-event and during event, digital, and print)
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village





# Morning Yoga

1 of 1 available

Invite attendees to jump-start their day with energizing morning yoga! Promotes health, wellness, and casual connections (2-4 sessions will be planned).

## INCLUDES:

- Sponsor signage
- "Sponsored by" company mentions on morning yoga promotions (pre-event and during event, digital, and print)
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village





# Mother's Room

**1 of 1 available**

Welcome nursing moms to Workhuman Live with a cozy, private space to make their event experience as comfortable as possible!

## INCLUDES:

- Sponsor signage
- "Sponsored by" company mentions on Mother's Room promotions (pre-event and during event, digital, and print)
- Furniture, including privacy screens for up to 4 users simultaneously
- Décor
- Supplies
- Refrigerator
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village at a discounted rate



**Sample layout** – design and décor will be consistent with conference look and feel and can be customized to support sponsor branding.

# Attendee Totes

**1 of 1 available**

Whatever floats your tote. Our tote continues to be one of the most popular items for attendees. See your logo on the bag and on their arm all week long. Attendees will choose from a selection of bag designs and the bags will be silk-screened on-site. Bag will be pre-printed with your company's logo and the Workhuman Live logo.

## INCLUDES:

- Approximately 4,000 bags (one per attendee)
- Your company logo on the bag
- Workhuman Live logo on the bag
- Three custom (3) designs for the registration bags will be designed and available for attendees to choose from on-site
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village



**Sample design + bag** –  
tote selection has not been finalized; attendees will have 2-3 design variations to choose from as part of the experience.



# Attendee Water Bottle

**1 of 1 available**

Stay hydrated! Sustainable and useful, water bottles have become a staple at Workhuman Live. Let attendees bring your brand everywhere with this bottle pick-up activation, integrated with an infused water station.

## INCLUDES:

- Approximately 4,000 water bottles (one per attendee)
- Your company logo on one side of the bottle
- Workhuman Live logo and message on one side of the bottle
- Turnkey Moments benefits package, including option to rent a kiosk in the sponsor village



## Sample layout –

bottle selection has not been finalized; design will be consistent with conference look and feel and can be customized to support sponsor branding.

# Brand Boosters

For those interested in simple  
but memorable brand moments.

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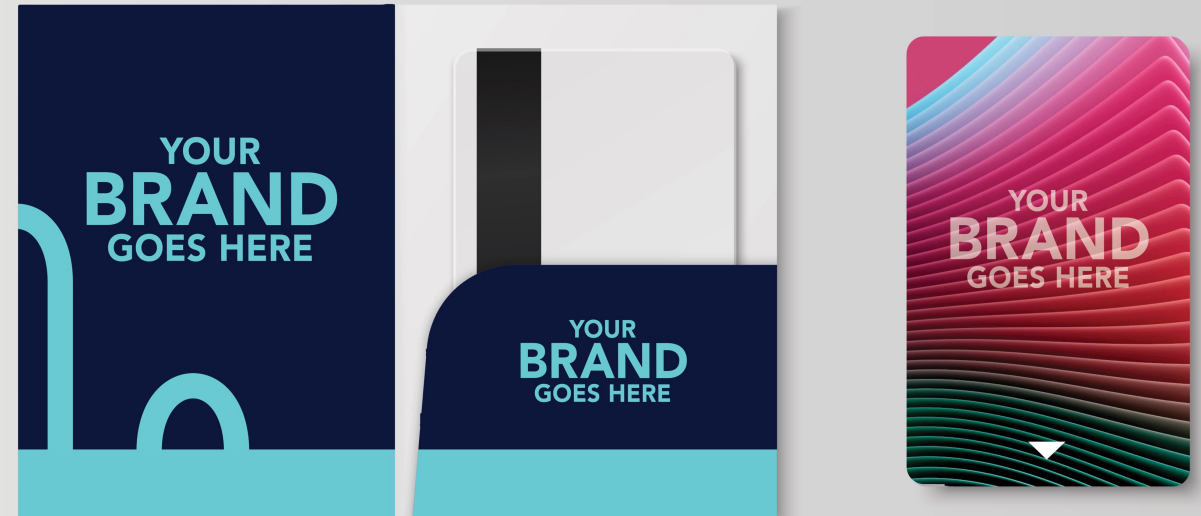
# Hotel Keycard

1 of 1 available

Connect with attendees the moment they check-in with a branded hotel keycard. Includes keycard production for all Gaylord hotel guests during the conference hotel block period.

**INCLUDES:**

- Approximately 1,500 keycards at the Gaylord Rockies
- Distribution to all conference attendees staying in the resort
- Your company's logo and message on front of keycard and sleeve, co-branded with Workhuman Live. Primary design to align with conference branding
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village



**Sample layout –**

Item selection has not been finalized; design will be consistent with conference look and feel and can be customized to support sponsor branding.

# Lawn Games & S'mores

**1 of 1 available**

Take advantage of the evening downtime and connect with attendees while they enjoy our venue by hosting lawn games and s'mores at the fire pits on Tuesday evening.

## **INCLUDES:**

- Sponsor signage
- Branded napkins
- S'mores & lawn game activities
- Hydration station
- Sponsor table to connect with attendees
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village
- Option to add hosted bar and catering at an additional cost





# Shuttles

1 of 1 available

Keep the good vibes rolling with your brand on our conference shuttles. Nearly 50% of attendees will be housed off-site and using shuttles for their daily round-trip transportation needs.

## INCLUDES:

- Company branding on daily conference shuttles Monday thru Thursday
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village



# Inspirational messages

1 of 1 available

Delight attendees with inspiring words and thoughtful amenities that will make their day! Positive, inspirational mirror cling messages will be applied in two high-traffic bathrooms with your logo featured. Handy grab-and-go items extend your brand reach.

## INCLUDES:

- Decal branding in two restrooms (option to submit designs or have our team design)
- Logo-branded mints
- Décor
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village





# Digital Billboard

3 of 3 available

Promote your brand on the big screen with a digital billboard within the Gaylord Rockies. A variety of placements are available throughout the convention space in highly visible and trafficked areas.

## INCLUDES:

- Placement of 1 static image or video on a large display within the Gaylord Rockies
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village

**\*NOTE** – Digital billboards will rotate through custom messages, wayfinding, and general announcements.



# Attendee Notebooks

1 of 1 available

Give attendees something they can carry throughout the conference – and carry home with all their learnings. Includes a branded 4x6 notebook with pen holder and pen.

## INCLUDES:

- Approximately 4,000 notebooks with pen holder and pen (one per attendee)
- Distribution to attendees on General Session seats on Tuesday morning
- Your company's logo on front
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village

## Sample layout –

Item selection has not been finalized; design will be consistent with conference look and feel and can be customized to support sponsor branding.





# Charging Station

2 of 2 available

Branded multi-device charging stations placed strategically throughout conference. Available for attendees to charge up quickly.

## INCLUDES:

- Branded multi-device charging station
- Brand Boosters benefits, including option to rent a kiosk in the sponsor village

## Sample layout –

Stations have not been finalized; design and décor will be consistent with conference look and feel and can be customized to support sponsor branding.





# Networking Break

4 of 4 available

There are four strategically timed networking breaks in Workhuman Central (either right before or right after General Session, which is connected to Workhuman Central). Each networking break will feature a treat from a local business and will incorporate creative messaging along with branded signage.

## INCLUDES:

- Sponsor signage
- Sponsorship of one 30+ minute break
- "Sponsored by" company mentions on networking break promotions (pre-event and during event, digital and print)
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village





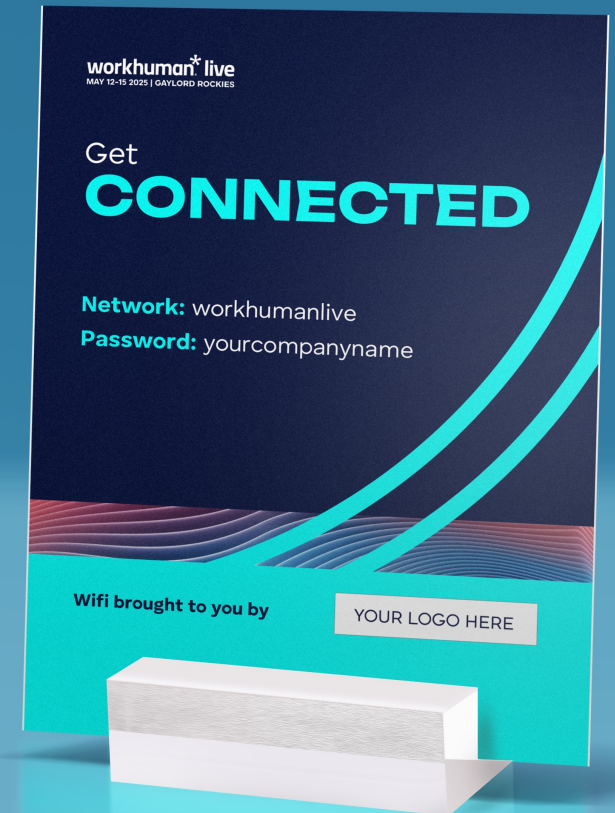
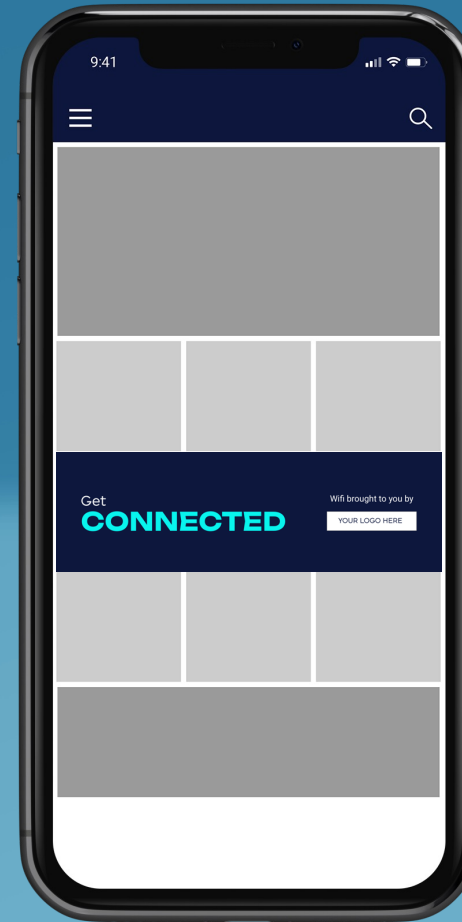
# Event Wifi

1 of 1 available

Keep attendees connected data-free with the sponsorship of the event wifi.

## INCLUDES:

- Sponsor signage
- "Sponsored by" company mentions on wifi promotions, wifi instructional signage throughout conference areas, and on exclusive mobile app wifi section
- Your company's name worked into wifi password
- Brand Boosters benefits package, including option to rent a kiosk in the sponsor village



# Interested? Let's chat!



**Ashley Secondini**

Senior Programs Manager – Events  
[ashley.secondini@workhuman.com](mailto:ashley.secondini@workhuman.com)