RECRUITMENT ACADEMY AWARDS 2023

8th Annual Competition for Companies Changing Czech HR Marketing

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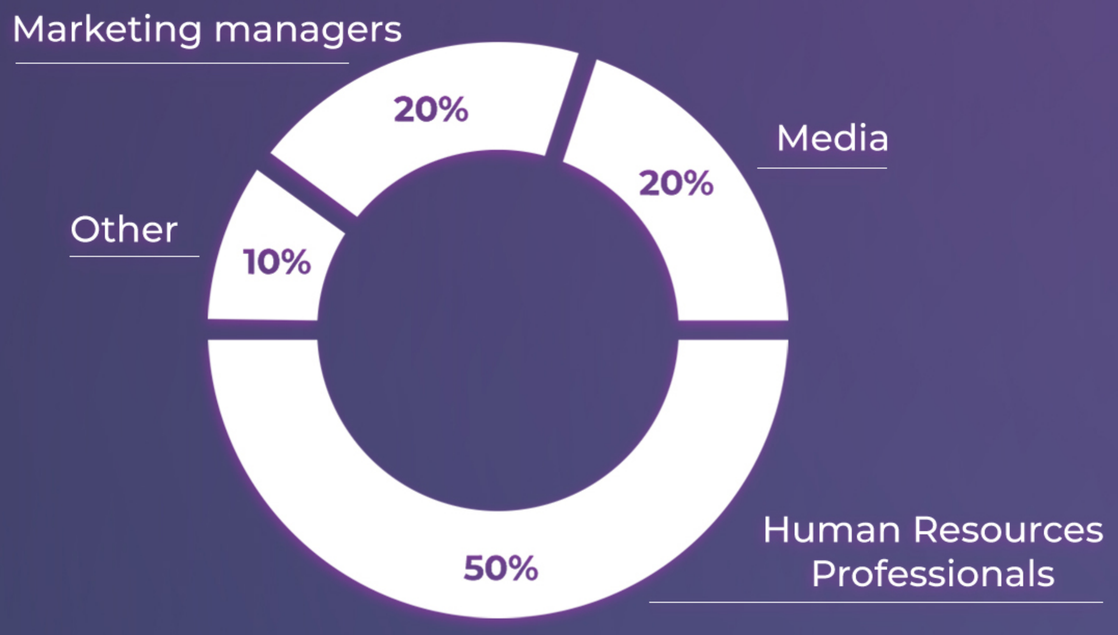
OUR MISSION

The Recruitment Academy Awards were created to motivate, inspire and educate companies in the field of HR marketing, employer branding and recruitment. The best participants in each category are evaluated by a jury of an independent experts and receive wide publicity throughout the HR and marketing community. Other companies and individuals can be inspired by the award-winning projects and learn practical examples of how to make their recruitment concepts more competitive.

TARGET GROUP

The competition and the gala evening are attended by representatives of companies across sectors and sizes including global Fortune500 organizations as well as regional and local leaders. What unites them all is the desire to systematically build their brand and position themselves as an attractive employer.



WHAT DOES THE PARTNERSHIP OFFER

Brand Building
Connection with a respected project, which is one of a kind in the domestic and regional HR environment.

Interactive Marketing
Directly reach participants at the venue.

Social Responsibility
Your support helps to cultivate the employment environment in the Czech Republic.

Long-term communication
We will help you communicate your brand many months before / during / after the event.

Individual Benefits
At the General Partner, Main Partner and Partner levels, you will receive tailor-made support to your brand.

"The gala evening was flawless and the organization was great. Thank you very much for the opportunity to be a part of it."

Ing. Eva Kachlíková
Student Agency

"I would like to thank the organizers for an amazing night. I attended the gala evening for the first timeand certainly not the last time. The event left an absolutely stunning impression on me."

Ing. Petra Holzerová
XART

- SOLD OUT -

GENERAL PARTNER

Limited to 1 Company

Long-term PR partner suport

- Marketing support in the period from signing the contract until May 2023 through the event's website, social networks and media partners
- Providing a partner quote in a press release before the event
- Logo presentation in all posts on social media
- Including the logo in the event invitation
- Possibility of a video interview for social networks before the event
- Presence in a thank you newsletter after the event

Presentation during the gala evening

- Interactive marketing in the form of promo zone
- Possibility to organize competitions, experiences and giveaways for participants
- Interview of the partner's top representative with the host of the evening
- Possibility to personally hand over the selected award to the winner on the stage
- Screening of your own spot before the gala evening (max. 30s)
- Dominant projection of the logo on the partnerboard during the event

Individual benefits

- 5 VIP tickets for partner's representatives for the gala evening
- Share the list of participants (company / position) before the event
- Additional benefits based on individual agreement

Financial investment of the partner: **400 000 CZK + VAT / 16 600 EUR + VAT**
The partner, in coordination with the organizers, guarantees the relevant award for the winner of the selected category.

MAIN PARTNER

Limited to 3 Companies

Long-term PR partner suport

- Marketing support in the period from signing the contract to May 2023 through the event's website, social networks and media partners
- Including the company name in a press release before the event
- Logo presentation in major posts on social media
- Including the logo in the event invitation
- Presence in a thank you newsletter after the event

Presentation during the gala evening

- Interactive marketing in the form of an own promo zone
- Possibility of competitions, experiences and giveaways for participants
- Interview of the partner's top representative with the host of the evening
- Possibility to personally hand over the selected award to the winner on the stage
- Large projection of the logo on the partnerboard during the event

Individual benefits

- 3 honorary tickets for the partner's representative for the gala evening
- Additional benefits based on individual agreement

Financial investment of the partner: **150 000 CZK + VAT / 6 300 EUR + VAT**
The partner, in coordination with the organizers, guarantees the relevant award for the winner of the selected category.

PARTNER

Long-term PR partner suport

- Marketing support in the period from signing the contract to May 2023 through the event's website, social networks and media partners
- Include the logo in the event invitation
- Presence in a thank you newsletter after the event

Presentation during the gala evening

- Interactive marketing in the form of association with a selected category and a possibility to hand over selected prize by company’s representative, alternatively a possibility of other active support
- Projection of the logo on the partnerboard during the event

Individual benefits

- 2 honorary tickets for the partner's representative for the gala evening

Financial investment of the partner: **50 000 CZK + VAT / 2 100 EUR + VAT**
(a barter is a also possible after further communication)
The partner, in coordination with the organizers, guarantees the relevant award for the winner of the selected category.