



TOP WORKPLACES SPONSORSHIP OPPORTUNITIES



30-60

average age

C-Level Execs

and their colleagues

High Income

attendees have a high household income

Education

highly educated and engaged audience

B2B

highly desirable B2B audience brought together in a networking and celebratory environment



TOP WORKPLACES EVENT

Top Workplaces seeks to recognize employers who acknowledge their best asset: their employees. This awards ceremony celebrates the best companies in the Hampton Roads business community.

The year, given the current pandemic, we will be virtually hosting this event and honoring all the nominees in a 30-day digital campaign. Our sponsors will receive prominent brand presence virtually Online through videos, sponsor logos, and mentions on the website, social media, and more.

A special section recognizing the winners will be distributed to 9,000 subscribers of *Inside Business*. Sponsorship opportunities are available to support this successful event. By partnering with *Inside Business*, your company or organization will be elevated as a leader and supporter of **Top Workplaces** within business community of Hampton Roads.

DATE:

August 14, 2020 at 2PM

LOCATION:

virginiamedia.events/topworkplaces

PUBLISHES:

August 17, 2020



Inside Business
The Hampton Roads Business Journal



30 DAYS OF TOP WORKPLACES

PROGRAM SUMMARY

- Award video will launch the 30-days of Top Workplaces event virtually on virginiamedia.events/topworkplaces. This 15-20 minute video will introduce the program and list all of the winners and details about our sponsors
- 30 days following the launch of the award video, a single, 2-minute video will be posted on the same time everyday, to the same page and other social channels, giving a more detailed look at each of the Top Workplaces who were judged in this years' award program
- Interactive elements will include Q&A's and prize giveaways
- Attendees who register in advance will be sent reminders and other sponsor information
- There will be sign ups up until the award and video presentations begins

SPONSOR PACKAGE OVERVIEW

- Robust advertising package including print, digital and social Inclusion of logo and content in a promotional campaign
- Production of individual, two-minute video highlighting the achievements of the winners
- Unlimited use of the produced two-minute video for customer use on own pages once event is over
- Total exposure of event is over 2 millions impressions in the Hampton Roads market

PRODUCTION MODEL

- Top Workplaces event video will "air" on Inside Business LinkedIn Page, Virginia Media LinkedIn Page, Virginia Media Facebook Event Page, Inside Business Facebook Event Page
- After the event posts on social channels, the video content will be live on the Virginia Media Events website indefinitely
- Each nominee video will be scripted, videotaped, produced and edited with graphics and strong audio



2020 PROMOTIONAL CAMPAIGN

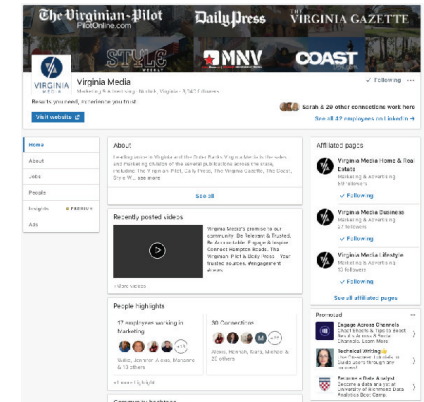
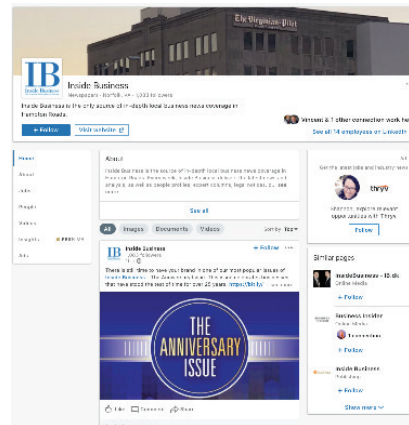
PRINT ADS

Quarter Page Ad in *The Virginian-Pilot* and *Inside Business*



ONLINE DISPLAY ADS

Virginia Media Owned and Operated websites



SOCIAL POSTS - ORGANIC

Inside Business LinkedIn Page

Virginia Media LinkedIn Page

Virginia Media Facebook Page

Virginia Media Events Facebook Page

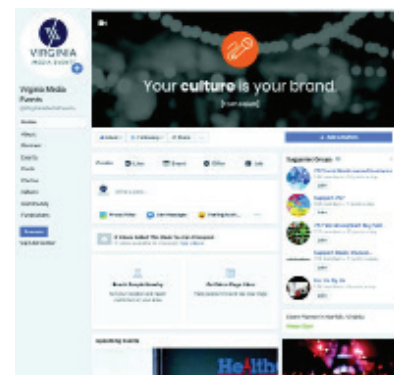
SOCIAL POSTS - PAID

Inside Business LinkedIn Page

Virginia Media LinkedIn Page

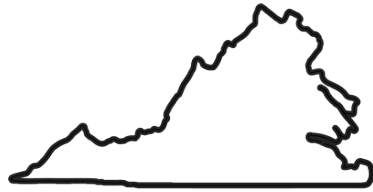
Virginia Media Facebook Page

Virginia Media Events Facebook Page



SPONSORSHIP OPPORTUNITY

CONNECT YOUR BRAND TO CORPORATE AUDIENCES



Benefit from customized activation that targets consumers in Hampton Roads.



Reach a B2B and corporate audience of C-Level executives and business influencers.



A 360° marketing approach, including print, digital advertising and experiential virtual event activations.



Comprehensive execution, including ad packages, virtual event activations, promotions and branding concepts to meet your business objectives.



PARTNERSHIP OPPORTUNITY

EXECUTIVE SPONSOR

TOTAL INVESTMENT: \$10,000

VIRTUAL EVENT ACCESS: ON FACEBOOK & LINKEDIN

- Recognition as Presenting Sponsor on virginiamedia.events/topworkplaces
- Recognition as Presenting Sponsor on cover image on Facebook Event page
- Listed in event description with hyperlink for business page
- Dedicated post within the event page announcing the sponsorship
- Ability to supply a video with personal message for the winners introducing the event
- Database access of registrants who signed up for all access seminar pages
- Ability to supply video presenting the nominees
- Logo included in promo video to run on all social channels
- Inclusion in the awards video to run on LinkedIn and Facebook

DEDICATED ADVERTISING

Print**

- Full page, full color ad in *Inside Business*
- Full page, full color ad in the **Top Workplaces** *Inside Business* themed edition

Digital**

- 250,000 targeted, programmatic ad impressions
- 100,000 geo-fenced, mobile ad impressions
- Email blast to 50,000 targeted recipients

***All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*

PROMOTION

- Sponsor logo placement/name mention in event promotional advertisements and invitation
- Inclusion on congratulatory e-mail blast to winners and post event thank you e-mail blast
- Rights to utilize event logo in pre-approved marketing
- Logo recognition on event website with live link to sponsor URL of choice and brief explanation of brand or partnership
- Recognition as sponsor in the event listing on social media



PARTNERSHIP OPPORTUNITY

CORNERSTONE SPONSOR

TOTAL INVESTMENT: \$7,500

VIRTUAL EVENT ACCESS: ON FACEBOOK & LINKEDIN

- Recognition as Cornerstone Sponsor on viriniamedia.events/topworkplaces
- Recognition as Cornerstone Sponsor on cover image on Facebook event page
- Listed in event description with hyperlink for business page
- Dedicated post within the event page announcing the sponsorship
- Database access of registrants who signed up for all access pages
- Ability to supply video presenting the winners
- Logo included in promo video to run on all social channels
- Inclusion in the awards video to run on LinkedIn and Facebook

DEDICATED ADVERTISING

Print**

- Half-page, full color ad in *Inside Business*
- Half-page, full color ad in the **Top Workplaces** *Inside Business* themed edition

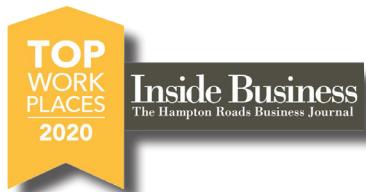
Digital**

- 150,000 targeted, programmatic ad impressions
- 75,000 geo-fenced, mobile ad impressions

***All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*

PROMOTION

- Sponsor logo placement/name mention in event promotional advertisements
- Rights to utilize event logo in pre-approved marketing
- Logo recognition on event website with live link to sponsor URL of choice and brief explanation of brand or partnership
- Recognition as sponsor in the event listing on social media



PARTNERSHIP OPPORTUNITY

ASSOCIATE SPONSOR

TOTAL INVESTMENT: \$5,000

VIRTUAL EVENT ACCESS: ON FACEBOOK & LINKEDIN

- Recognition as Associate Sponsor on [viriniamedia.events/topworkplaces](#)
- Recognition as Associate Sponsor on cover image on Facebook event page
- Listed in event description with hyperlink for business page
- Dedicated post within the event page announcing the sponsorship
- Logo included in promo video to run on all social channels
- Inclusion in the awards video to run on LinkedIn and Facebook

DEDICATED ADVERTISING

Print**

- Quarter-page, full color ad in *Inside Business*
- Quarter-page, full color ad in the **Top Workplaces** *Inside Business* themed edition

Digital**

- 50,000 targeted, programmatic ad impressions

PROMOTION

- Sponsor logo placement/name mention in event promotional advertisements
- Rights to utilize event logo in pre-approved marketing
- Logo recognition on event website with live link to sponsor URL of choice
- Recognition as sponsor in the event listing on social media

***All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*



PARTNERSHIP OPPORTUNITY

WINNERS SPONSOR

TOTAL INVESTMENT: \$1,500

VIRTUAL EVENT ACCESS: ON FACEBOOK & LINKEDIN

- One-day take-over of Facebook Event page and LinkedIn cover image
- One-day take-over of hyperlinked, social posts* with message for nominee on Facebook Event page and LinkedIn page (3 messages maximum**)
- Listed in event description with hyperlink for business page

DEDICATED ADVERTISING

Print**

- Half page, color ad in the **Top Workplaces** *Inside Business* themed edition

Notes:

- * Posts cannot be direct solicitation for businesses
- * Take-over posts can be videos, images, or text-based content

**All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.

SUPPORTING SPONSOR

TOTAL INVESTMENT: \$750

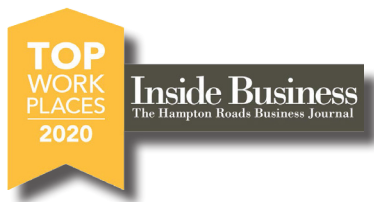
VIRTUAL EVENT ACCESS: ON FACEBOOK & LINKEDIN

- Recognition as Supporting Sponsor on virginiamedia.events/topworkplaces
- Recognition as Supporting Sponsor on cover image
- Listed in event description with hyperlink for business page

DEDICATED ADVERTISING

Print**

- Quarter page, black and white ad in *The Virginian-Pilot*
- Quarter page, black and white ad in the **Top Workplaces** *Inside Business* themed edition



TOP WORKPLACES THEMED EDITION

ADVERTISE IN OUR SPECIAL SECTION PROFILING THE WINNERS

MONDAY, SEPTEMBER 16, 2019 • INSIDE BUSINESS • 3

Inside Business

The Hampton Roads Business Journal | InsideBiz.com

September 16, 2019 | \$1.00



Top Companies in the region, based on an employee survey measuring key qualities such as company leadership, compensation, training, workplace flexibility and diversity

Diversity chief says Northam has earned respect

BY MARIE ALBREGTSEN
Staff Writer

In his latest move aimed at addressing racial disparities, Virginia Governor Ralph Northam's University administrator as the state's first diversity officer, Justice Underwood, currently the director for diversity initiatives in the international equity and diversity office (IED), says this week. She said she took the job partly because she has been in the field for a decade and make a difference following the Black Lives Matter movement.

"He hasn't always gotten it right, but what I respect most is that he's willing to learn and do better work," she said Sept. 9 in Richmond at a press conference.

As the first Virginia diversity director, Underwood will look for inspiration in the state's policies and suggest to Northam how to address them.

"The equity of this is not just on diversity family," she said. "The job is similar to her current role at ODE, where she also serves as the chairwoman of the President's Task Force on Inclusive Excellence. She earned her Ph.D. in curriculum and instruction from ODU. She's a seasoned adjunct professor at the

university. Her last day at ODU was Sept. 13. She lives in Williamsburg and will work out of Northam's office in Richmond.

Northam announced the newly created position in May through his chief of staff Clark Moore in an email to General Assembly members.

In the seven months since the administration deconstructed his admission of appearing in a racial slur photo, the governor has sought to amend his actions through changes in policy.

He promised to address racial disparities in maternal deaths by 2025, created an advisory board focused on examining how African-American history is taught in schools, stripped the anti-Jefferson Davis from the Fort Monroe arch and vowed to vote any bills that increase mandatory minimum prison sentences, which he said disproportionately impact Black Virginians.

Northam also recently added six people from Hampton Roads to the African-American Advisory Board, created through a bill Del. Lammie Lighty, the head of the Virginia Legislative Black Caucus, passed with bipartisan support in March.

Asked by a reporter if the diversity director position would have been created had the Black Lives Matter never occurred, Northam responded, "There's no question there's a

higher level of awareness in Virginia right now. I have said all along, I have listened. I have learned. I will do better work."

The General Assembly has coded the job for its flexibility because a cabinet level position for a future governor's administration. Underwood's salary was not immediately available, but Northam's spokeswoman said she would be similar salary to other cabinet members.

Underwood was picked from about 20 candidates who were interviewed. Northam said Underwood had four interviews with him and his wife Pam Northam or cabinet members. About 10 people applied for the position.

One of Underwood's first orders of business Monday was dropping in on the first meeting of the Commission to Examine Racial Inequality in Virginia Law, tasked with identifying laws that could enable racial discrimination or inequality and recommending changes.

Northam said the commission was inspired by two Hampton Roads legislators' successful bill to eliminate discriminatory language in the state code. The bill (HB1) by Del. Cira Price, D-Newport News, and Sen. Lee Spivey, D-Chesapeake, takes away the exemptions in Virginia's minimum wage requirements for new-hires, shoe-shine boys, babysitters, ushers, courtroom, concession at

restaurants and cashiers in theaters.

In an exclusive interview before the commission's meeting, Underwood said she was very open to comfortable conversations about race as the executive for what she calls a baseline of policy inequities.

"People are going to be uncomfortable, but one-sharing the fact that I'm not acceptable as well and I'm especially the content expect usually people at ease and they understand that this is hard work, and it's ongoing work," she said.

She said the policy changes have been made since February. "I'm very conversational with him, he's been very candid, very honest, and he believes he has a lot to learn, and so he's done a lot of listening," she said.

She referenced the Rev. Michael Eric Dyson's speech at Fort Monroe's commencement last month for the Black Lives Matter and the role of "to make it right."

"He says he's doing something about it, and once he learned more, he was able to do more, and I think we have much to learn from that," Underwood said.

Marie Albregtson, 757-242-4962, marieb@insidebiz.com

Virginia Natural Gas

Fueling the Future of Energy

Top workplaces only exist when an organization has top people. At Virginia Natural Gas, we proudly invest in our most valuable resource, the talented men and women who work tirelessly to serve our customers and the communities where we live and serve. Together, we're shaping the future of energy.

TOP WORKPLACES 2019
Inside Business
The Hampton Roads Business Journal

virginiannaturalgas.com
An Equal Opportunity Employer

HALF PAGE 4-COLOR AD

Key information on each of the top companies, including number of employees, location and more

In-depth editorial features highlighting the best practices and qualities that make these companies the Top Workplaces in the Hampton Roads area

QUARTER PAGE 4-COLOR AD

MONDAY, SEPTEMBER 16, 2019 • INSIDE BUSINESS • 29

NO. 5 | MIDSIZE COMPANIES

JRC Mechanical LLC

BY FAYELLA MCHOLS
Contributor

When profit is the driving force, people get lost in the abstract. We do fight for our employees and customers. Both are like family.

This statement from JRC Mechanical President Stan Sease summarizes the company's mission. The corporate philosophy is employee, customer, safety, and community.

Company leaders say it is an effective combination that results in the highest levels of productivity. JRC is a Class A mechanical contractor headquartered in Chesapeake with satellite offices in Colonial Heights and Newport News. Started in 1990 as a plumbing contractor, JRC has grown into a diverse commercial mechanical contracting and service business with over 200 employees.

Contracts include the federal government, health care and multi-family developments. Norfolk State University's six-building dorm renovations were a JRC undertaking. The firm's clients also were completed in time for student move-ins this month. Building #4 was a December completion date and the company is ahead of schedule. Sease reports.

JRC was one of the subcontractors honored by the Associated Builders and Contractors at the 2018 Excellence in Construction Awards. As part of a national association supporting construction and construction-related firms, the ABC is a change agent, awarding the award to projects that

exceed standards for safety and high-quality contractor excellence. JRC was recognized for its work on Virginia Beach's historic Convention Hotel. Upgrading the HVAC and modernizing the plumbing systems, the company worked alongside other contractors to restore and renovate the 1930s-era structure that was nearly done for demolition. The project took over three years, Sease said.

"The scope increased dramatically over time, but we stayed with the outcome," he said. "It's a lot of contractors and subcontractors, but you may fall staff, focus on people and you may lose sight of the vision. Sease explained. "It's a balance," he said. "It's not easy, but I believe we have the right scope. We're fortunate to have a great team to work with. In addition to standard mechanical



Address: 1701 South Park Court, Suite 100, Chesapeake, Pennsylvania with office in Newport News and Colonial Heights
Phone: 757-424-4165
Website: jrcmech.com
Top executives: Stan Sease, president; Sean Marks, vice president; preconstruction: Ben Maloney, vice president; operations: Nathan Berman, vice president; management: Matthew E. Beck, director; services: Brett Keller, financial administrator
Employees: 200 full-time, 6 part-time
Benefits: Medical, dental, vision, 401(k), short-term disability, cancer indemnity coverage, critical illness coverage, holiday savings fund.
Fun factor: Company picnic, baby's first breakfast
Community service: St. Jude's, American Heart Association, Camp Green

WE'RE OVER THE MOON!

Since 1990, we have been committed to excellence in public works. We are proud to be recognized as a Top Place to Work.

Who? PUBLIC MEDIA

WHY? You have recognized how hard JRC's works for your every day.

www.jrc.com

VIRGINIA MEDIA

IB Inside Business
The Hampton Roads Business Journal

DEADLINES:

Publishes:

August 17, 2020

Reservation and Materials:

August 6, 2020

ET Date:

August 11, 2020

ADVERTISING OPPORTUNITIES

RATES:

Full Page:

\$2,205

Half Page:

\$1,480

Quarter Page:

\$885

Color charges: Full or Half page
+\$500; Quarter Page +\$300

ARTWORK SIZES:

Full Page:

10" x 10.5"

Half Page:

H 10" x 5.25"

V 4.915" x 10.5"

Quarter Page:

4.915" x 5.25"

*The special program rates are only available to honorees' supporting organizations.

All orders are subject to the Terms and Conditions here:<https://www.tribpub.com/ad-io-terms/> These terms may be updated from time to time. All orders will be subject to the Terms and Conditions that are in effect on the date an order is placed. By placing an order for print, digital, and/or preprint advertising, advertisers accept and agree to these Terms and Conditions.



virginiamedia.com/insidebusiness
info@virginiamedia.com

2020 IB: TOP WORKPLACES Version 6 7.15.20

