BUSINESS NORTH CAROLINA'S

2027

BEST EMPLOYERS in NORTH CAROLINA











2026 BEST EMPLOYERS IN NORTH CAROLINA

EXTRA LARGE EMPLOYERS (250+ US EMPLOYEES)

- Davenport & Company
- First Bank
- IEM
- NC Farm Bureau
- Skanska USA Building
- Smith Anderson
- Swinerton
- Williams Mullen

LARGE EMPLOYERS (250+ US EMPLOYEES)

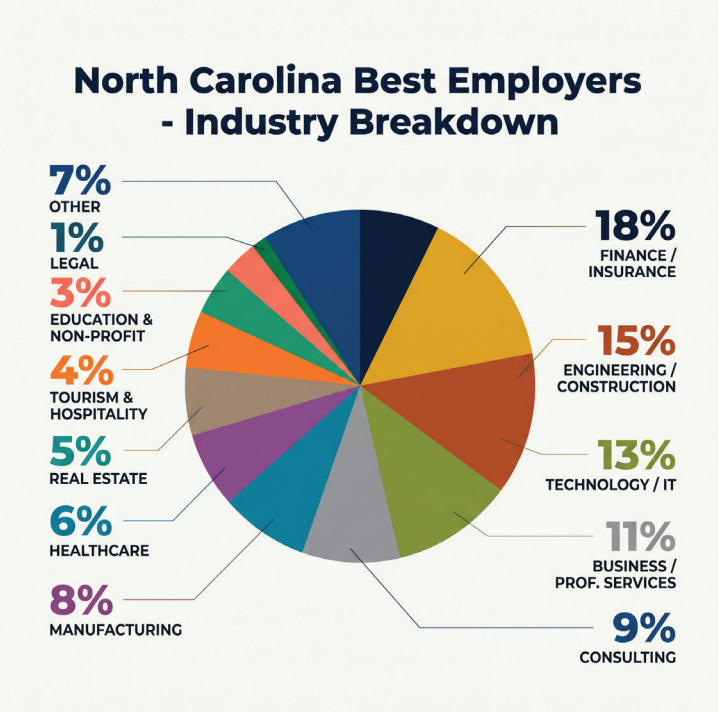
- Aspida
- Barringer Construction
- BRC
- Brunswick Electric Membership Corporation
- Chapel Hill Tire
- Covenant Village
- DMJPS PLLC
- Epes Logistics Services, Inc.
- HonorBridge
- TransImpact

MEDIUM EMPLOYERS (50-149 US EMPLOYEES)

- Accelerate Therapy & Performance
- Bobbitt
- Carolina Therapy Connection
- Catapult Employers Association
- Champion Credit Union
- Electric Supply and Equipment Company
- Everblue
- Highland Roofing Company
- Jackrabbit Technologies
- Johnnie-O, Inc.
- LifeStore Financial Group
- Martin Starnes & Associates, CPAs, P.A.
- National Coatings, Inc.
- Parrish & Partners
- STG Solar
- Streamline Services, Inc
- TRP Sumner PLLC
- Wetherill Engineering
- WingSwept

SMALL EMPLOYERS (15-49 US EMPLOYEES)

- Blackman & Sloop Advisors Inc.
- Callahan & Rice Insurance Group, Inc
- Carolina Small Business Development Fund
- Dry Otter Waterproofing
- Granite Insurance
- Independent Insurance Agents of North Carolina (IIANC)
- Johnson Insurance
- Marcellino and Moore
- Tayloe Gray Agency, LLC
- The Brooks Group
- The Nottingham Company
- The Sales Factory



WHY SPONSOR?



- **Position Your Brand Alongside North Carolina's Premier Employers:** Connect directly with C-suite executives, HR leaders, and decision-makers from top-performing companies across North Carolina, building valuable corporate relationships in a focused, high-value environment.
- **Gain Year-Round Multi-Channel Exposure:** Maximize visibility through integrated branding across Business North Carolina print and digital platforms, dedicated event marketing campaigns, and prominent on-site recognition at the annual celebratory awards gala.
- **Demonstrate Leadership in Workplace Excellence & Talent Attraction:** Align your company with workforce innovation and organizational health, demonstrating a clear commitment to fostering thriving workplaces and supporting North Carolina's growing economy.
- **Access Exclusive Networking with Statewide Trailblazers:** Engage directly with industry leaders and award-winning executives during the celebratory gala dinner, creating high-impact touchpoints with companies actively investing in growth, culture, and talent retention.

KEY BENEFITS

- Recognition on web site upon sponsorship commitment and receipt of logo. Thousands of prospective applicants and participating companies visit bestemployersnorthcarolina.com throughout the year.
- Recognition in *Business North Carolina* magazine.
- Recognition on all marketing and outreach to companies throughout North Carolina (for title level sponsors) throughout the state.
- Recognition in event program.
- Prominent seating at the awards event.

TIMELINE FOR SPONSORS

Upon commitment to sponsor 2027 North Carolina Best Employers:

- Best Employers in North Carolina sponsor logo provided
- Immediate sponsor recognition on businessnc.com (your logo and link remain up throughout the year)

After Best Employers Gala:

- All sponsors receive the electronic mailing list of winners – an excellent opportunity to send a congratulatory letter from your company and a way to gain recognition before the event

Best Employers in North Carolina Awards Gala on June 24, 2027 at the Durham Convention Center

- Awards event with winners and announcement of top rankings in each category

Following awards event:

- *Business North Carolina* delivers straight to business mailboxes statewide—offering high-value reading with an extended shelf life.

SPONSORSHIP LEVELS

TITLE SPONSOR: $6,500

PREMIER BEST EMPLOYERS & GALA VISIBILITY

- **Exclusive Naming Rights:** Recognition as "Business North Carolina's 2027 Best Employers, Presented by [Sponsor Name]" across key event, print and digital promotional materials.
- **Premier Gala Table:** Premium, front-row 10-person table at the Gala for your executives, clients and guests.
- **Awards Presentation & Stage Recognition:** The sponsor gives a 1–2 minute opening remark to kick off the awards portion of the event, then joins Business North Carolina leadership on stage to help present the Top Best Employer Category Awards (#1 Small, Medium, Large, and Enterprise).
- **Step-and-Repeat Logo Placement:** Prominent company logo on the official Gala photo step-and-repeat backdrop, extending your brand visibility through winner photos, company communications and social media sharing.
- **Premier Event Branding:** Prominent logo recognition on Gala signage, the event program and other event materials.

PRINT, DIGITAL & SOCIAL EXPOSURE

- **Full-Page Advertisement:** Full-page, four-color advertisement in the June Best Employers issue of Business North Carolina.
- **Best Employers Digital Recognition:** Prominent, hyperlinked logo on the Best Employers section of businessnc.com.
- **Social Media & Winner Recognition:** Sponsor recognition through Best Employers social media and winner promotional materials. Sponsor logo will be included on digital winner badges and social media announcement graphics provided to winning companies, extending your brand's visibility when winners share their recognition on LinkedIn and other social platforms.

EXECUTIVE LEADERSHIP & VIP ACCESS

- **Co-Host of the "NC Best Employers" Executive Roundtable:** Co-host a private virtual or hybrid executive roundtable during the year featuring past Best Employers winners. Potential discussion topics include Talent Retention, Workplace Culture and Executive Leadership. *Business North Carolina* will distribute the roundtable recording through its digital channels, with additional promotion through the Daily Digest, reaching approximately 19,000 subscribers with a 37% open rate.
- **Best Employers Executive Spotlight:** Opportunity for a member of your executive team to participate in a BNC-produced interview or podcast focused on workplace, workforce or leadership trends, distributed through BNC's digital channels.

PROGRAM ACCESS & OWNERSHIP

- **Participant Registry:** Access to opted-in executive contact information from participating companies for targeted B2B outreach and relationship-building.
- **Right of First Refusal:** Exclusive opportunity to renew the Title Sponsorship for 2028 before it is offered to the market.

BEST EMPLOYERS AWARDS SPONSOR: $3,000

ON-STAGE RECOGNITION

» **Live Awards Presentation:** Sponsor executive joins *Business North Carolina* leadership on stage to present plaques to the winners of **Workplace Heros**.

» **Special Stage Recognition:** Formal introduction by the emcee and prominent sponsor logo visibility during the category awards presentation.

EVENT ACCESS & EXECUTIVE NETWORKING

» **Pre-Gala Reception Sponsorship:** Co-sponsor recognition and prominent branding on signage at the Pre-Gala Reception, providing valuable visibility during one of the evening's key networking opportunities.

» **Four Reserved Gala Tickets:** Reserved seating for four executives, clients or guests at the NC Best Employers Gala on June 24 at the Durham Convention Center.

PRINT, DIGITAL & SOCIAL EXPOSURE

» **Half-Page Advertisement:** Half-page advertisement in *Business North Carolina* magazine's special June Best Employers issue.

» **Event & Web Branding:** Prominent logo placement on event welcome signage and in the event program, plus a hyperlinked logo on *Business North Carolina's* Best Employers landing page.

» **Social Media Recognition:** Sponsor recognition through applicable Best Employers digital and social media promotion.

PARTICIPANT ACCESS & RENEWAL

» **Participant Registry:** Access to the opted-in executive database of participating companies across North Carolina.

