

Paycor Proclaims The VALUE of Sponsorship

Industry: Paycor is the largest regional provider of complete payroll and tax filing services. Meeting the unique business needs of a wide range of industries. Their Proprietary Software and Processes allow Paycor to offer comprehensive human resource administration tools as well as payroll and benefit solutions to non-profit organizations, smaller, privately owned businesses, and larger corporations with multiple locations.

So where IS the value of sponsorship? One of the biggest stopping points for businesses considering sponsorship in community events such as the Flying Pig Marathon is qualifying the expenditure in terms of value to the bottom line. This is especially true in times of economic hardship such as the market is currently experiencing. One of Paycor's founding principles is a strong dedication to sponsoring growth in the community; the Flying Pig Marathon is just one aspect of this ongoing commitment. It has been interesting to note along the way that, while such an investment in the community does not seem to have a discernible impact in terms of profit, there is definitely impact to the bottom line in the long-run. Our participation in events such as the Flying Pig Marathon has forcefully influenced our success on two fronts:

- **Internal Results:** Paycor has a focus on providing a fun working environment. The marathon is just one of the many things about Paycor that our employees enjoy. Their enthusiasm and dedication to this event is quite impressive. Our commitment to the marathon, as well as other charitable endeavors, has done a tremendous job of building the morale and loyalty of our personnel. The professionals at Paycor exhibit pride in their work and, more importantly, pride in what the organization stands for. This attitude carries over into their performance on the job and has a tremendous impact on productivity levels.
- **External Results:** The public perception of our concerted efforts to make a difference in the community provides us with credibility when we market our dedication to SERVICE and client satisfaction. Our competitors make the same claims to service as a priority as we do but we gain quite a bit of leverage in that our reputation for service extends to every facet of our business and our relationship with the community continues to grow. Our dedication to this event and others as well as the exceptional participation among employees helps Paycor to remain focused on truly providing the best possible client service levels. People who do business with us know that we stand behind our commitments and that is a mighty powerful factor when it comes time for prospects to make a decision to work with Paycor.



Bob Coughlin, Paycor's founder and CEO, also founded Cincinnati's own Flying Pig Marathon. Six years ago, the idea of a marathon in Cincinnati was no more than an ambitious, personal goal; now, it is an established event that has grown tremendously over the last five years to become a premier event both locally, and nationally. The marathon remains an integral part of Paycor's core values.

