



Corporate Partnership

➔ WWW.GMASHRM.ORG

Is your organization looking for strategies to promote its products or services to the Madison-area Human Resources community?

Consider the opportunity to reach out to area HR professionals through the Greater Madison Area Society for Human Resource Management (GMA SHRM)!

Our Madison Chapter of SHRM is one of the largest in the United States.

We are pleased to extend to all partners hands-on assistance from our dedicated GMA-SHRM Partner Team to ensure that all partnership benefits are being utilized, ultimately guaranteeing the best return-on-investment for our partners.

➔ **BECOME A PARTNER TODAY!**

PROGRAM HIGHLIGHTS INCLUDE:



Platinum Level! Includes E-Blast to all 700+ GMA-SHRM Members and Sponsorship with booth at the Human Capital Conference, a full day event that draws 250 attendees and national speakers! *(Limited to eight (8) Platinum Partners with right of first refusal given to next year!)*



VIP Guest Passes where you can invite valued clients to GMA SHRM education and networking events. A great way to show your appreciation by investing in their professional development!



Tabletop Display and Networking opportunities at five (5) Professional Development Summits that average over 100 attendees.



GMA SHRM Education and Networking programs continue to grow and break attendance records drawing over 1000 attendees last year!



Company name and logo displayed on various forms of GMA-SHRM media including e-newsletter, website, event banners and more!



Facebook
facebook.com/gmashrm



Twitter
twitter.com/gmashrm



Linked In
linkedin.com/company/gma-shrm



Phone
(608) 204-9814



Email
chapteradmin@gmashrm.org



Address
2820 Walton Commons, Ste 103
Madison, WI 53718

BENEFIT CATEGORY		Bronze	Silver	Gold	Platinum	
		\$1,250	\$2,000	\$3,000	\$5,500 (Limit 8)	
Membership	(1) GMA-SHRM Chapter Membership	❖	❖	❖	❖	
	Personal login for GMA-SHRM's website	❖	❖	❖	❖	
	(1) Partner e-news update (e-blast to full membership) Exclusive Platinum benefit!				❖	
Email, Social Media and General Online	E-newsletter ad	1 Ad	2 Ads	3 Ads	3 Ads	
	Link from e-newsletter Listing		❖	❖	❖	
	List of partners on e-newsletter w/ logo displayed	❖	❖	❖	❖	
	Featured Facebook posts to GMA-SHRM's page	1 Post	2 Posts	3 Posts	3 Posts	
	Logo displayed on GMA SHRM's home page			❖	❖	
	Link from website listing		❖	❖	❖	
	List of partners on chapter website w/ logo displayed	❖	❖	❖	❖	
	GMA-SHRM logo for partner's website	❖	❖	❖	❖	
	Professional Development Summit	Sponsorship of (1) PDS session			❖	❖
		VIP Guest Passes for PDS Events A \$70 value per voucher!	2 Passes	4 Passes	8 Passes	8 Passes
Logo on partnership banner		❖	❖	❖	❖	
Name badge recognition (when in attendance)		❖	❖	❖	❖	
Recognition of partners at PDS		❖	❖	❖	❖	
Tabletop display & networking at the PDS		1 Opportunity	2 Opportunities	4 Opportunities	4 Opportunities	
May Human Capital Conference (HCC)	Sponsorship of the May HCC A \$2,000 Value!				❖	
	Attendance to the May HCC		1 Attendee	2 Attendees	4 Total (2 Attendees + 2 Sponsorship)	
	Logo on partnership banner	❖	❖	❖	❖	
	Name badge recognition (when in attendance)	❖	❖	❖	❖	
	Recognition of partners at the May HCC	❖	❖	❖	❖	
	Tabletop display & networking at the May HCC	❖	❖	❖	❖	
Other Benefits	Access to mailing labels of SHRM membership	1 X per year	4 X per year	8 X per year	8 X per year	
	Discount on available sponsorships of HCC, networking events & other advertising opportunities	15% discount	20% discount	25% discount	25% discount	

Prices and availability are subject to change. The Corporate Partnership Program renews every calendar year with active solicitation beginning in the fall. Please contact the chapter office at chapteradmin@gmashrm.org to express your interest in a corporate partnership. One of our volunteers will contact you to answer any questions and assist you.

 **BECOME A PARTNER TODAY!**