

# SHRM Corporate Partnership Program

The Corporate Partnership Program renews every calendar year with active solicitation beginning in the fall. Please contact the chapter office at [chapteradmin@gmashrm.org](mailto:chapteradmin@gmashrm.org) to express your interest in a corporate partnership. One of our many volunteers will contact you to answer any questions and assist you in signing up for your selected level of partnership.

| <b>BENEFIT</b>  | <b>GOLD PARTNERSHIP<br/>\$2,500</b>                    | <b>SILVER PARTNERSHIP<br/>\$1,500</b>                | <b>BRONZE PARTNERSHIP<br/>\$750</b> |
|---|--|--|-------------------------------------|
| <b>Web Ad displayed on GMA SHRM's Home Page</b>   | <b>X</b>   |  |                                     |
| <b>Link from E-Newsletter listing</b>   | <b>X</b>   | <b>X</b>   |                                     |
| <b>Link from Website Listing</b>  | <b>X</b>   | <b>X</b>   |                                     |
| <b>Listing of Partners on Chapter Website with Logo displayed</b>                       | <b>X</b>   | <b>X</b>   | <b>X</b>                            |
| <b>Listing of Partners on Main Page of E-Newsletter</b>                                 | <b>X</b>   | <b>X</b>   | <b>X</b>                            |
| <b>E-Newsletter Ad</b>  | <b>3 ads included</b>                                  | <b>2 ads included</b>                                | <b>1 ad included</b>                |
| <b>Free Attendance at Monthly Programs (does not include May Conference)</b>            | <b>9 Programs</b>                                      | <b>4 Programs</b>                                    | <b>1 Program</b>                    |
| <b>Recognition of Partners at Monthly Program</b>                                       | <b>X</b>   | <b>X</b>   | <b>X</b>                            |
| <b>Name Badge Recognition at Monthly Program when in attendance</b>                     | <b>X</b>   | <b>X</b>   | <b>X</b>                            |
| <b>Logo on Partnership Banner (displayed at monthly Programs)</b>                       | <b>X</b>   | <b>X</b>   | <b>X</b>                            |
| <b>Greater Madison Area SHRM Chapter Membership for Primary Partnership contact</b>     | <b>X</b>   | <b>X</b>   | <b>X</b>                            |
| <b>Tabletop Display at monthly Program</b>  | <b>May Conference &amp; 2 additional opportunities</b> | <b>May Conference &amp; 1 additional opportunity</b> | <b>May Conference</b>               |
| <b>Access to Mailing Labels of SHRM Membership</b>                                      | <b>8 times per year</b>                                | <b>4 times per year</b>                              | <b>1 per year</b>                   |
| <b>Discounts available for other marketing opportunities based on Partnership level</b> |  |  |                                     |

Prices and availability are subject to change.