



**Corporate Partnership, Event
Sponsorship and Advertising
Opportunities
*2021***

GMA SHRM appreciates your support for the many educational, networking, and fun events we host throughout the year. This is a great opportunity to showcase your organization to our membership of over 700 Human Resources professionals.

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Vision

To provide the greater Madison community with high caliber HR talent that delivers business results.

Mission

To offer members a variety of professional development opportunities and an environment in which to share ideas, experiences, and build lasting relationships.

Values

Our values are our core beliefs that drive our behavior and decision making in all of our endeavors. We are committed to (being):

- **Business Oriented** - We are committed to the continued development of “business acumen” in order to enhance and advance our members’ role as a trusted and effective business partner.
- **Collaborative & Inclusive** – Our members are the heart of our chapter. We value and encourage the active engagement and interaction of all chapter members – from students to executives – to better connect the human resources community.
- **Good Stewards** – The Chapter has a responsibility to the members and the organizations they represent to act in a professional, ethical and fiscally responsible manner. The Chapter volunteer leaders will model these behaviors and encourage the same in order to enhance the credibility and value of the HR profession.
- **Promoting Life-Long Learning** – We will encourage members to continually grow and develop professionally through the encouragement and support of their attainment of the highest standards of competence in the HR profession.

GMA SHRM Standards

We measure our success in the following ways:

- Member satisfaction.
- Resources and services provided to our membership.
- Quality outcomes in programming, resources, etc.
- Investments of time and money in the membership that have a payoff for the members as well as their organizations.

Contact

We would love to customize your experience. Please contact us to discuss all the opportunities to partner with the GMA SHRM.

Email: chapteradmin@gmashrm.org

Phone: 608-204-9816

2021 GMA 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 to express interest in a package. One of our volunteers will contact you to answer any questions and assist you in signing up for your selected level of partnership.

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	❖	❖	❖
Email, Social Media and General Online	(1) Partner e-news update (e-blast to full membership) Exclusive Platinum benefit!			❖
	E-newsletter ad	1 Ad	2 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
	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
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
May Human Capital Conference (HCC)	Sponsorship of the May HCC A \$2,000 Value!			❖
	Attendance to the May HCC		1 Attendee	2 Attendees
	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
	Discount on available sponsorships of HCC, networking events & other advertising opportunities	15% discount	20% 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.

You may also view the above:

http://www.gmashrm.org/proxy/files/PartnerMarketing/2020/GMA_SHRM_Corporate_Partnership_WEB.pdf

2021 GMA SHRM Corporate Partnership and Human Capital Conference Sponsorship Application (page 1 of 3)

The Greater Madison Area Society for Human Resource Management (GMA SHRM) offers **Corporate Partner Program and Human Capital Conference Sponsorship** opportunities annually. Use this application to participate in this opportunity.

A separate "SHRM Advertising and Promotion Application" is available to apply for additional opportunities available through GMA SHRM throughout the year (first-come, first-served). Opportunities are explained at <http://www.gmashrm.org/marketing>

Please provide the following information whether applying for Corporate Partnership Program.

Company Name: _____
Contact Name: _____
Street Address: _____
City/State/Zip: _____
Phone Number: _____
E-Mail: _____
Date of Application: _____

Application, Ad artwork, and Payment must be received by the December 4th 2020 deadline for inclusion in these opportunities. Please indicate your preference for payment:

- Check payable to GMA SHRM is enclosed.
- Invoice me (payment due within 30 days AND prior to deadline).
- Use credit card information for payment:

Name on Card (Print): _____
Credit Card Number: _____
CSC#: ____ Expiration Date _____

Authorized Signature: _____

Submit completed form, payment and ad artwork to:

GMA SHRM
2820 Walton Commons Suite 103
Madison, WI 53718
phone: (608) 204-9814
Fax: (608) 268-8636
Chapteradmin@gmashrm.org

2021 GMA SHRM Corporate Partnership and Human Capital Conference Sponsorship Application (page 2 of 3)

CORPORATE PARTNER PROGRAM- Deadline December 4th 2020

Corporate Partnership at the Gold, Silver or Bronze levels gives you access to a coordinated menu of opportunities to make you more visible to our members. Review partner benefits in greater detail at <http://www.gmashrm.org/GMASHRMCorporatePartnership>

Platinum Partner (\$5,500) (Limit of 8)

Please fill out the following regarding benefits use:

- Contact Name: _____
- Free Membership Recipient: _____
- Select preferred month for Partner E-News Update: _____
- Select Three Months for Newsletter Ad: _____
- Preferred month for Professional Development Summit Session Sponsorship. (Summit schedule and tentative topics are listed below): _____
- Select month for 3 Facebook Posts on GMA SHRM Facebook Page: _____
- Recipient of Free Attendance at May Human Capital Conference: _____

Gold Partner (\$3,000)

Please fill out the following regarding benefits use:

- Contact Name: _____
- Free Membership Recipient: _____
- Select Three Months for Newsletter Ad: _____
- Preferred month for Professional Development Summit Session Sponsorship. (Summit schedule and tentative topics are listed below): _____
- Select month for 3 Facebook Posts on GMA SHRM Facebook Page: _____
- Recipient of Free Attendance at May Human Capital Conference: _____

Silver Partner (\$2,000)

Please fill out the following regarding benefits use:

- Contact Name: _____
- Free Membership Recipient: _____
- Select Two Months for Newsletter Ad: _____
- Select Two Professional Development Summits to use Tabletop Display (Summit schedule and tentative topics are listed below): _____

Bronze Partner (\$1,250):

Please fill out the following regarding benefits use:

- Contact Name: _____
- Free Membership Recipient: _____
- Select Month for Newsletter Ad: _____
- Select One Professional Development Summit to use Tabletop Display (Summit schedule and tentative topics are listed below): _____

2021 Professional Development Summit Schedule and Tentative Topics

- ***Tuesday, January 19: Diversity and Inclusion***
- ***Tuesday, March 9: Recruitment and Retention***
- ***Tuesday, August 17: Strategy and Organizational Effectiveness***
- ***Tuesday, September 14: Ethics, Employee Investigations, and Conflict Resolution***
- ***Tuesday, November 16: Legal and Government Affairs***

2021 GMA SHRM Corporate Partnership and Human Capital Conference Sponsorship Application (page 3 of 3)

Human Capital Conference Sponsorship Opportunities

2021 will mark the 16th Year of our Annual Human Capital Conference! The conference is scheduled for Tuesday, May 18th, 2021. Sponsorship of the conference provides you with the opportunity to highlight your company to over 200 Human Resources Professionals from the Madison area.

We have two different levels of sponsorship, Business Sponsor and Premier Sponsor. Spaces are limited and will be provided on a first come basis.

Business Sponsor (Limit of Seven) - \$2000

Includes:

- Logo on Conference Webpage
- Program Recognition
- Video Screen Thank You
- Verbal Recognition at Conference
- Vendor Booth Space
- Attendance for Two at Conference

Premier Sponsor (Limit of Three) - \$3000

Includes:

- Logo on Marketing Materials*
- Logo on Conference Webpage
- Logo on eBlasts Promoting Conference Registration*
- Program Recognition
- Video Screen Thank You
- Verbal Recognition at Conference
- Vendor Booth Space
- Attendance for Three at Conference

* Commitment must be received by January 31st to guarantee placement on these promotions.

2021 GMA SHRM Advertising & Promotion Application (page 1 of 2)

Submit completed form, payment and any ad artwork to:

**Opportunities are limited and available
on a first-come, first-served basis.**

GMA SHRM
2820 Walton Commons, Suite 103
Madison, WI 53718
Phone: (608) 204-9814
Fax: (608) 268-8636
chapteradmin@gmashrm.org

GMASHRM offers a variety of advertising opportunities throughout the year, though they are limited, and early application is advised. Use this application to participate in opportunities **other than** the Corporate Partner Program or Human Capital Conference Sponsorships. Opportunities include: E-Newsletter Ads, Membership Mailing lists, E-Blast Ads, and Professional Development Summit Session Sponsorships. Please indicate on the following page(s) the opportunity you are interested in for 2021.

Separate "SHRM Partnership Human Capital Conference Sponsorship Application" is available for you to apply for our Corporate Partner Program (opportunities available annually in the fall; first-come, first-served). Opportunities are explained in greater detail at <http://www.gmashrm.org/marketing>

Please provide the following information:

Company Name: _____

Contact Name: _____

Street Address: _____

City/State/Zip: _____

Phone Number: _____

E-Mail: _____

Date of Application: _____

Payment is due upon approval of your application. Please indicate your preference for payment:

- Check payable to GMA SHRM is enclosed.
- Invoice me (payment due within 30 days AND prior to deadline).
- Use credit card information for payment:

Name on Card (Print): _____

Credit Card Number: _____ CSC#: _____

Expiration Date: _____

Authorized Signature: _____

Certain marketing opportunities are awarded to our Corporate Partners as benefits of Partnership. Additionally, Partners may add to their benefits at a discounted rate (Platinum & Gold/25%; Silver/20%; Bronze/15%)

2021 GMA SHRM Advertising & Promotion Application (page 2 of 2)

E-Newsletter Advertising

Our online e-newsletter, HR InTouch, is distributed to our 700+ members monthly and past issues are archived on our website. A maximum of three ads may appear in any issue (first-come, first-served with preferential treatment to Corporate Partners). Non-partner ads will appear below the list of Corporate Partners.

InTouch ads are \$200 per issue for members, and \$325 per issue for non-members. Upon acceptance of your application, we will require your payment and ad artwork be submitted by the 15th of the month prior to your assigned issue. The 3.75" x 5" ad may be a jpg or pdf. Ads may be full color.

Please supply the URL to which your ad should link: _____

Please indicate number of ads requested _____ and requested month(s) of publication in order of preference: _____

E-Blast Advertising

Members receive an E-Blast (e-mail communication) on a regular basis (as necessary; typically, once per week). This communication is purposefully brief and highlights only the most important and time-sensitive information our members need (reminders of upcoming meetings, registration deadlines, breaking news that affects our association or profession).

Dimensions are 180 pixels wide x 150 pixels high and 72 DPI. Must be in .jpg format and cannot exceed 50kb in size. URL/Weblink included.

E-Blast Sponsorship costs \$400 for members, and \$525 for non-members. You will be featured in four consecutive E-Blasts over an approximate 4-6 week period. Your image may not be altered within an advertising period (4 consecutive E-Blasts).



Membership Mailing Labels/List

Non-partners may purchase address labels for our membership (or access the contact information via an Excel spreadsheet to facilitate a personalized mailing). A signed contract outlining permitted use of the membership information will be required.

One-time use of mailing information is \$250 for GMA SHRM members and \$400 for non-members. Contact our GMA SHRM administrators at (608) 204-9814 or chapteradmin@gmashrm.org at least three weeks in advance of need to coordinate this benefit.

Professional Development Summit Session Sponsorship - \$1,000

Two Sessions per Summit*

Includes:

- Recognition on online Program Calendar (including link)
- Mention on registration page and on email announcements of meeting.
- Free attendance at program for two participants
- Seating of your company's representative at speaker table
- Vendor booth space available for distribution of materials and networking with attendees
- Five-minute opportunity at beginning of program to address attendees and promote your company's products/services

*Sponsorship of Professional Development Summit Sessions is only available if not utilized by Platinum & Gold Partners.