



2019

**Sponsorship &
Advertising
Opportunities**



The mission of SHRM of Greater St. Louis is to foster the professional development of our membership, to be a forum for the exchange of ideas, and to provide for the creative leadership and effective management of people, in order to add value to the organizations they represent and the community at large.

Become a part of the SHRM of Greater St. Louis

You are an integral part to SHRM St. Louis' success! We are very appreciative of the support we receive from our Business Partners. We have several opportunities available to enable you to reach St. Louis' premier Human Resource professionals. This mutually beneficial relationship will provide your company with significant visibility and opportunities to connect with SHRM St. Louis members and prospects.

We offer package and single event opportunities that offer touch points across all areas of programming, communications and membership, thus allowing you to customize your involvement with SHRM St. Louis.

Membership Opportunities

One of our goals is to provide networking opportunities for HR professionals. The Business Partner members help support this goal by offering availability of services/products, acting as an objective resource, and contributing financial support for programming.

Most people prefer to do business with people they know. The key to success for a SHRM St. Louis Business Partner is making an effort to develop long-term relationships with members and other Business Partners. Visit www.shrmstl.org to learn more!

“Most HR professionals prefer to do business with people they know and trust.”

Annual Partner Opportunities

Premier Partner

\$5,000

- Gold Level Sponsor at Annual Conference
- Recognition at New Member Mixer
- Opportunity to sponsor one Monthly/Program Meeting
- Recognition at Summer Symposiums
- Feature ad in six (6) newsletters
- Business Partner Spotlight in one (1) newsletter
- Feature ad (year long) on website homepage

Key Partner

\$3,500

- Silver Level Sponsor at Annual Conference
- Recognition at New Member Mixer
- Opportunity to sponsor one Monthly/Program Meeting
- Recognition at Summer Symposium
- Side bar ad in four (4) newsletters
- Side bar ad (year long) on website homepage

Supporting Partner

\$1,950

- Booth at Annual Conference
- Ad (year long) on website

All Partnership Packages Include:

- Individual Membership in SHRM St. Louis (two for Premier Partner; and one each for Key and Supporting Partners)
- Recognition at monthly membership meetings
- Website listing in Business Partner Directory

Advertising Opportunities

Website

- \$250 per month for a Feature Ad
- \$195 per month for a Sidebar Ad

Newsletter

Horizontal Banner

(500 pixels wide x 60 pixels high)

1 issue - \$200

3 issues - \$500

6 issues - \$1,000

Vertical Ad

(150 pixels wide x 200 pixels high)

1 issue - \$100

3 issues - \$250

6 issues - \$500

Business Partner Directory

\$75 per year - Members Only

Company name, description and link in online Business Partner directory.

Event Sponsorship Opportunities

Monthly Meetings

\$500 Members/\$650 Non-Members

- Opportunity for three minute introduction to your company from the podium
- Logo recognition on emailed meeting invitations
- Table near registration to place marketing materials
- Opportunity to place collateral at each place setting

Annual Legal Update

\$1,000 Members/\$1,500 Non-Members

One of our most popular programs, the Annual Legal Update in February is highly anticipated and well attended!

- Opportunity for three minute introduction to your company from the podium
- Logo recognition on emailed meeting invitations
- Table near registration to place marketing materials
- Opportunity to place collateral at each place setting

New Member Mixer

\$300 Members Only

- Opportunity for three minute introduction to your company from the podium
- Logo recognition on emailed meeting invitations
- Opportunity to place collateral on the tables

Membership Referral Contest

\$500 Members Only

- Logo recognition on flyers and website feature
- Verbal sponsorship recognition at monthly meetings during contest mentions
- Year-long logo recognition on website

Symposiums (June, July, August)

- Opportunity for three minute introduction to your company from the podium
- Logo recognition on emailed meeting invitations
- Table near registration to place marketing materials
- Opportunity to place collateral at each place setting

\$350 per event or \$950 for series - Members

\$500 per event or \$1,350 for series - Non-Members



Sponsorship Agreement

Please complete and fax, mail or email to:

SHRM of Greater St. Louis
2650 S. Hanley Rd., Ste. 100
St. Louis, MO 63144
Phone: (314) 892-7994
Fax: (314) 845-1891
shrmstl@qabs.com
www.shrmstl.org

Sponsorship Opportunities:

Annual Partner Opportunities

- Premier Partner - \$5,000
- Key Partner - \$3,500
- Supporting Partner - \$1,950

Event Opportunities

Monthly Meeting Sponsor

- Member - \$500 per meeting
- Non-Member - \$650 per meeting
 - January May
 - March September
 - April November

Annual Legal Update

- Member - \$1,000
- Non-Member - \$1,500

Symposiums

- | | |
|--------------------------------------|--|
| Member | Non-Member |
| <input type="checkbox"/> \$350/event | <input type="checkbox"/> \$500/event |
| <input type="checkbox"/> \$950 for 3 | <input type="checkbox"/> \$1,350 for 3 |

- New Member Mixer - \$300**
- Membership Referral Contest - \$500**

Website Advertising

- Feature Ad - \$250 per month
- Sidebar Ad - \$195 per month
 - January May September
 - February June October
 - March July November
 - April August December

Newsletter Advertising

- Horizontal Banner
\$200/1 \$500/3 \$100/6
- Vertical Ad
\$100/1 \$250/3 \$500/6
 - January May September
 - February June October
 - March July November
 - April August December

Business Partner Directory

- \$75 per year (Members Only)

Please Type or Print Clearly

Contact

Company

Address

City, State, Zip Code

Phone & Fax

Email

Website

Method of Payment

- Check Enclosed
- MasterCard Visa Discover AmEx

Credit Card Number

Expiration Date

Billing Zip Code

Amount to Charge

Signature

Scheduling and Terms of Sponsorships

Rates are based on pre-payment and payment must accompany commitment form when submitted. Payment is accepted by check to "SHRM of Greater St. Louis" or by credit card. SHRM St. Louis reserves the right to refuse sponsorships. By submitting this order, the above named company/organization authorizes SHRM St. Louis to reserve the sponsorship, and agrees to pay the price indicated and submit the copy in the requested format and schedule.