

2009-2010 Cleveland SHRM Sponsorship Information Packet

INTRODUCTIONS

If you are looking for an excellent opportunity to market your business to HR Professionals, search no further than your local Society for Human Resource Management chapter! We are currently seeking businesses desiring more visibility with the HR community in the Cleveland area.

Our sponsorship opportunities include:

- Monthly Cleveland SHRM Chapter Meetings
- SMA Conference
- Cleveland SHRM Diversity Meetings
- Annual Golf Outing
- Website
- Newsletter

CHAPTER MEETINGS

Consider sponsoring a Cleveland Society for Human Resource Management meeting. Meetings are usually held the 3rd Wednesday of every month and are typically attended by local area business professionals in the HR field.

You do not have to be a member of the chapter to participate. Basic Sponsorship includes:

- Recognition on Monthly Meeting or event announcements on our website.
- Two to three minute speaking opportunity at Chapter Meeting.
- Table at entrance of meeting room for displaying company information.
- Opportunity to place your company marketing materials at each dining table.
- Opportunity to provide a door prize to attendees (optional).
- Lunch for two (2) representatives from your company during the meeting.
- 1 month web banner ad with hot link on CSHRM website.

Basic Corporate Sponsorship fee is \$500.00 per monthly meeting. There may be more than one sponsor at the monthly chapter meeting.

CORPORATE SPONSOR PACKAGES

For those of you wishing to get the best bang for your buck, consider a package deal:

Silver Corporate Sponsor Package (\$800) includes all of the above plus:

- One month ½ banner ad in the eNewsletter
- One Quarter page *Print* ad in the HR Cleveland Newsletter (Prints in June & January)
- “Bag Stuffers” for two of the Cleveland SHRM events listed below.
- One time use of Mailing labels (board must approve all material mailed in advance)

Gold corporate Sponsor Package \$(1300) includes all of the basic sponsorship above plus:

- One additional full monthly sponsorship package.
- Bag Stuffers” for three of the events listed below.

Cleveland SHRM has three large events per year.

- Northern Ohio Human Resource Conference in March
- Annual Golf Outing in July
- Staffing Management Conference in May

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Discounts for multiple event sponsorships

If you purchase a Silver or Gold Package plus sponsor the Annual Golf Outing or SMA Conference you will receive a 10% discount off of the total price. You must pay in full at the time of sponsorship for all events.

DIVERSITY & INCLUSION SERIES MEETING SPONSORSHIPS

The Cleveland SHRM Chapter will be hosting a Diversity & Inclusion Program Series. The purpose of this series is to provide information on a broad range of topics from a Diversity and Inclusion lens. Topics are relevant to companies who are currently looking to initiate a Diversity/Inclusion program to companies that have a program in place and want to take it to the next level. Meetings typically start in October and last through January. There are five meetings total.

You do not have to be a member of the chapter to participate. Sponsorship includes:

- Recognition on Monthly Meeting or event announcements on our website.
- Two to three minute speaking opportunity at Chapter Meeting.
- Table at entrance of meeting room for displaying company information.
- Opportunity to place your business's marketing materials at each dining table.
- Opportunity to provide a door prize to attendees (optional).
- Breakfast for two (2) representatives from your company during the meeting.

Sponsorship fee is \$250.00 per monthly meeting.

BUSINESS CARDS/FLIERS

Anyone interested in simply getting the word out, but not wanting to do a full blown sponsorship has the option of dropping off business cards or fliers on the tables for \$200 per meeting. There is a limit to one of these sponsorships per meeting.

ADVERTISING RATES & MAILING LIST

We have a separate flier for our advertising information. If you have not received it with this information please ask for more details. We do not sell our mailing lists under any circumstances.

CONTACT INFORMATION FOR SPONSORSHIPS

If your organization is interested in sponsorship or have any questions please contact Janet Rohlik, V.P. Sales at 440-887-8367 or email jrohlik@stanleystaffing.com.

Please see the Sponsorship Application form for additional information and to initiate your sponsorship with Cleveland SHRM.

www.clevelandshrm.com
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