



## 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 3<sup>rd</sup> 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.
- One (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:**

- ½ banner ad in the eNewsletter (Sent out once a quarter).
- One-Quarter page print ad in the HR Cleveland Newsletter.
- “Bag Stuffers” for two of the Cleveland SHRM events listed below.

**Gold Corporate Sponsor Package (\$1300) includes all of the Silver Corporate Sponsor Package plus:**

- One additional Basic Corporate Sponsorship package.
- “Bag Stuffers” for three of the events listed below.

**Cleveland SHRM has three large events per year:**

- Northern Ohio Human Resource Conference [NOHRC] in March
- Annual Golf Outing in July
- Staffing Management [SMA] Conference in May

### **Discounts for multiple event and custom package 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.

### **LEGAL SERIES MEETING SPONSORSHIPS**

The Cleveland SHRM Chapter will be hosting a Legal Series Program Series. The purpose of this series is to provide information on a broad range of pressing and current legal topics impacting today's HR professional. Meetings typically start in November and last through June. There are four 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.
- One (1) month web banner ad with hot link on the legal page of the CSHRM website.
- Two to three minute speaking opportunity at the meeting.
- Table at entrance of meeting room for displaying company information.
- Opportunity to place your business's marketing materials at each table.
- Opportunity to provide a door prize to attendees (optional).
- Breakfast or Lunch for two (2) representatives from your company during the meeting.

**Sponsorship fee is \$250.00 per event.**

### **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 February. 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.
- One (1) month web banner ad with hot link on the diversity and inclusion page of the CSHRM website.
- Two to three minute speaking opportunity at the meeting.
- Table at entrance of meeting room for displaying company information.
- Opportunity to place your business's marketing materials at each table.
- Opportunity to provide a door prize to attendees (optional).
- Breakfast or Lunch for two (2) representatives from your company during the meeting.

**Sponsorship fee is \$250.00 per event.**

### **SOCIAL EVENT SPONSORSHIPS**

The Cleveland SHRM chapter will be hosting several social events throughout the year. The purposes of these events are to give our members a chance to network among their peers in a casual setting.

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

- Recognition on event announcements on our website.
- One (1) month web banner ad with hot link on the programs page of the CSHRM website.
- Table at entrance of meeting room for displaying company information if location permits.
- Opportunity to provide a door prize to attendees (optional).
- Free attendance for two (2) representatives from your company.

**Sponsorship fee is \$250.00 per event.**

## **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 \$100 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:  
Scott Adamonis at 440-779-3811 or [SAdamonis@trnstaffing.com](mailto:SAdamonis@trnstaffing.com).

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