



## Who is CRHRA?

CRHRA is the northeastern NYS Chapter of the Society for Human Resources Management (SHRM). The Chapter was founded in 1946, and is currently comprised of over 1,300 HR Professionals from over 500 Companies. CRHRA Members make purchasing decisions in many areas such as Talent Acquisition, Professional Development, Compensation, Benefits, HRIS, Organizational behavior and more.

At CRHRA, we envision building a learning Human Resource community through innovative leadership and involved membership that emphasizes growth and development of the Human Resource Professional, as well as continued advancement of the profession itself.

CRHRA is a very active chapter with great participation by our members. We average over 100 attendees per monthly event.

### We are proud to have won the following:

- SHRM Foundation Chapter Champion
- Super Mega Chapter Status
- Superior Merit Award
- Member Madness Grand Prize
- Pinnacle Award



[www.crhra.org](http://www.crhra.org)

## Reaching a Captive Audience

### Sponsorship of a Monthly Meeting

Sponsorship enables you to network with members and includes the following:

- A Display Table in our registration area.
- A formal introduction to our group and opportunity to describe your services.
- Newsletter recognition, which includes a link to your website.
- A chance to leave literature or promotional items at the place settings.
- The option to raffle an item of your choice while Board Members collect business cards for you.

### Becoming a Strategic Partner

Depending on the class of strategic partnership investment (Gold, Silver, Bronze), you will be offered different levels of exclusivity at our monthly meetings and One Day Annual Conference, preferred date selection at monthly meetings and direct access to a targeted population of HR professionals. You will also have access to our members through job posting opportunities, a rotating banner on our website, newsletter advertisements, and e-blast & USPS mailings.

**We can help you create a marketing approach tailored to your needs, interests and budget.**

Please feel free to contact us at your convenience.

We look forward to working with you!

1450 Western Avenue, Suite 101  
Albany, NY 12203  
Phone: 518.463.8687 Fax: 518.463.8656  
[crhra@caphill.com](mailto:crhra@caphill.com) [www.crhra.org](http://www.crhra.org)



## Capital Region Human Resource Association

Servicing Human Resource Professionals and Advancing the Profession for over 65 years.



Marketing Brochure 2016



**Dear Advertisers, Sponsors & Partners,**

Thank you for considering marketing opportunities with CRHRA. We offer a wide variety of packages to deliver your message to decision makers, and provide access to hundreds of Human Resource professionals in the Capital Region.

Please contact us today, and we will work with you to select the best options for your needs. We look forward to helping you achieve your vision and maximize your business potential.

Sincerely,

**Tammy Burke, PHR, SHRM-CP**

*Marketing Co-Chair*

**Stacy Myron**

*Marketing Co-Chair*

**Pam Allers**

*Marketing Committee Member*

**Betty DiMaria**

*Marketing Committee Member*

**Matt Ingold**

*Marketing Committee Member*

**Mariah Ramundo**

*Marketing Committee Member*

**Let's Get Started Today!**

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**Reach over 1,300 decision makers from more than 500 top organizations in the area!**

**ADVERTISING OPPORTUNITIES**

Option	Cost	Details
<b>Sponsor a Meeting</b>	\$500	Newsletter feature, display table, introduction to members at the meeting. <i>Complimentary attendance for two.</i>
<b>Webinar Sponsor</b>	\$250	Announcement of Sponsor, Logo and Company description.
<b>Newsletter Advertising</b>	\$175/issue \$160/issue \$145/issue \$130/issue	Front-page Advertisement, includes link to your website. 1 to 2 issues 3 to 4 issues 5 to 9 issues 10 issues
<b>E-Blast</b>	\$750.00	For one-blast (1 <sup>st</sup> come, 1 <sup>st</sup> serve) Only 2 blasts available per month.
<b>USPS Mailer</b>	\$150/mailing	Additional postage required.
<b>Website Advertising</b>	\$49/month \$39/month \$29/month	On a specific page for 3 Months On a specific page for 6 Months On a specific page for 12 Months
<b>Job Posting</b>	\$50.00	Job Posting for 30 Days
<b>Bronze Strategic Partner</b>	<b>\$2,500/year</b>	<b>One-Star</b>
<b>Silver Strategic Partner</b>	<b>\$5,000/year</b>	<b>Two-Star</b>
<b>Gold Strategic Partner</b>	<b>\$7,500/year</b>	<b>Three-Star</b>

Our members represent organizations including AMRI, GLOBALFOUNDRIES, CSEA, Price Chopper, Albany Medical Center, nrastructure, The Adirondack Trust Company, SEFCU, CDTA, Linium, Bond, Schoeneck & King, Jaegar & Flynn, St. Peters Hospital, RPI, and several NYS Agencies.