

# MARKETING OPPORTUNITIES

The Sacramento Area Human Resource Association offers a variety of marketing opportunities to help you reach your target audience of human resource professionals.

- Sponsorship Packages
- Paid Emailing Blasts
- Event Sponsorships
- E-Newsletter Ads
- Social Media Sponsor
- Website Listings
- Webinar Sponsorship



*Put your organization in the spotlight by marketing your products and services to Sacramento's most prominent human resource association members. Certain options are limited, so take advantage of these inexpensive marketing opportunities today.*

# Sponsorship

SAHRA's sponsorship packages give you an opportunity to market to your target audience of HR professionals across multiple platforms at a reduced rate. The packages also include email blasts to SAHRA members, which are not available outside the sponsorship package. All ads are subject to review, to ensure that promotion of sponsor events are not in direct conflict with SAHRA or SHRM events.



## ***Sponsorship Packages give you more bang for your buck!***

### **Empower - \$800 annually member rate, \$900 nonmember rate**

One Website Listing- HR Products and Services Page Only; three e-newsletter ads; one use of email distribution to members; one social media ad (can include boosted post, static ad and/or shared event)

### **Develop - \$1,000 annually member rate, \$1,500 nonmember rate**

One Website Listing- HR Products and Services Page Only; four e-newsletter block ads; two uses of email distribution to members; two social media ads (can include boosted post, static ad and/or shared event)

### **Engage - \$1,500 annually member rate, \$2,000 nonmember rate**

Two Website Listings- HR Products and Services Page and HR Consultants pages; five e-newsletter block ads; three uses of email distribution to members; three social media ads (can include boosted post, static ad and/or shared event)

### **Inspire - \$2,500 annually member rate, \$3,000 nonmember rate**

Two Website Listings- HR Products and Services Page and HR Consultants pages; six e-newsletter block ads; quarterly paid use of email distribution to members (frequency and timing of distribution can be negotiated); quarterly social media ads (can include boosted post, static ad and/or shared event)

#### **Payment**

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website URL \_\_\_\_\_ Email \_\_\_\_\_

Does your company have an employee member of SAHRA? ☐ Yes ☐ No

☐ Empower Package (4286)

☐ Develop Package (4286)

☐ Engage Package (4286)

☐ Inspire Package (4286)

☐ Enclosed is \$ \_\_\_\_\_

☐ Please charge my MasterCard/VISA \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ V-Code \_\_\_\_\_

Name Billing Address \_\_\_\_\_ Signature \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_

# Paid Email Blasts

***SAHRA Email Blasts are sent to all SAHRA members to ensure you reach your target audience.***



SAHRA's Email Blast package allows you to directly communicate with HR professionals in the area. All ads are subject to review, to ensure that promotion of sponsor events are not in direct conflict with SAHRA or SHRM events.

The undersigned will pay for this Paid Email Blast according to the following schedule:

- ☐ Non-profit organizations with an employee who is a SAHRA member: \$175
- ☐ Non-profit organizations without an employee who is a SAHRA member: \$200
- ☐ For profit organization with an employee who is a SAHRA member: \$250
- ☐ For profit organization without an employee who is a SAHRA member: \$325

## Payment

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website URL \_\_\_\_\_ Email \_\_\_\_\_

Does your company have an employee member of SAHRA? ☐ Yes ☐ No

☐ One-time Paid Email Blast (4270)

If part of a sponsorship package, please indicate which level

☐ Inspire Package ☐ Engage Package ☐ Develop Package ☐ Empower Package

☐ Enclosed is \$ \_\_\_\_\_ ☐ Please charge my MasterCard/VISA \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ V-Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_

# MEMBERSHIP MEETING

The Sacramento Area Human Resource Association offers a variety of sponsorship channels to ensure that your message will reach your target audience. SAHRA offers a meeting sponsorship option to our valued vendors. The sponsor will have an exclusive opportunity to present their services to the SAHRA membership. This investment is just \$500 to reach our engaged audience at one membership meeting! Sponsors are asked to also provide one raffle item valued at a minimum of \$25.

Meeting sponsorships will include:

- 3 minutes at podium to introduce your company to attendees
- Display table at the lunch available for sponsors materials, handouts, promotional items, etc.
- The option to distribute collateral materials to attendees at the meeting
- Logo featured on all meeting promotion (newsletter, website and email blasts)
- One lunch for your company representative

An investment in this sponsorship annually is \$2,000 and includes all of the benefits at all meetings throughout the year.

The opportunity to sponsor a SAHRA meeting or seminar will be offered to our partner vendors on a first-come first-served basis.

For more information or to reserve your sponsorship today, contact:

**Lynn Greene**

**V.P., Public Relations & Marketing**

(916) 614-1619

[lynn.greene@hubinternational.com](mailto:lynn.greene@hubinternational.com)



The Sacramento Area Human Resource Association offers a variety of sponsorship channels to ensure that your message will reach your target audience. SAHRA offers sponsorship of our mixers to our valued vendors. As a sponsor you will have an exclusive opportunity to present your services to the SAHRA membership in a relaxed and enjoyable setting. This investment is just \$500 to reach our engaged audience!

Mixer sponsorship benefits will include:

- Welcome message to attendees (maximum 1 minute)
- The ability to distribute materials, promotional items, etc., onsite prior to the event
- Logo in the SAHRA newsletter and on the SAHRA website as the exclusive event sponsor

An investment in this sponsorship annually is \$2,000 and includes all of the benefits at all mixers throughout the year.

The opportunity to sponsor a SAHRA mixer will be offered to our partner vendors on a first-come first-served basis.

For more information or to reserve your sponsorship today, contact:

**Lynn Greene**  
**V.P., Public Relations & Marketing**  
(916) 614-1619  
[lynn.greene@hubinternational.com](mailto:lynn.greene@hubinternational.com)



# E-NEWSLETTER

The SAHRA newsletter is an electronic publication that is e-mailed to members and potential members during the second week of each month. The guidelines are as follows:

Ads for human resources related goods and services will be accepted on a 'first-come, first-served basis.' The SAHRA administrator shall have the discretion to limit the amount of space dedicated to sponsorships.



Sponsors are encouraged to reserve space in advance to ensure ads are in the issues they prefer. Please submit a JPEG or PDF of your ad with a minimum of 800 x 600 pixels. Please provide web address to hyperlink ad if desired. PDF files created in Illustrator or InDesign will give the sharpest reproduction. E-newsletter block ads should be sent on or before the 20th of the month prior to the month of intended publication to:

[Info@SAHRA.org](mailto:Info@SAHRA.org) or [Sarah@SAHRA.org](mailto:Sarah@SAHRA.org)

Sponsorship must be accompanied by payment.

**Cost in chart below is for SAHRA members, nonmembers add \$50 to each listed price.**

**1 Month Run   3 Month Run   6 Month Run**

\$175

\$480

\$930

## Payment

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Does your company have an employee member of SAHRA?   ☐ Yes   ☐ No

Begin ad in \_\_\_\_\_ issue running through the \_\_\_\_\_ issue

☐ One-month run (4285)   ☐ Three-month run (4285)   ☐ Six-month run (4285)

If part of an sponsorship package, please indicate which level

☐ Inspire Package   ☐ Engage Package   ☐ Develop Package   ☐ Empower Package

☐ Enclosed is \$ \_\_\_\_\_   ☐ Please charge my MasterCard/VISA \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ V-Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_

# SOCIAL MEDIA SPONSOR

## ***Reach HR professionals across multiple social platforms.***

All ads are subject to review, to ensure that promotion of sponsor events are not in direct conflict with SAHRA or SHRM events.



Post/Tweet- \$100

Boosted Post (Facebook and LinkedIn only)- \$200

Sponsored Event (Facebook only)- \$300

Static Ad (Facebook and LinkedIn only, one week duration)- \$500

**\*\*Note:** All posts include SAHRA's Facebook, Twitter, LinkedIn and Instagram accounts

**Please email your social media ad text, image, event, etc. to [info@SAHRA.org](mailto:info@SAHRA.org) or [Sarah@SAHRA.org](mailto:Sarah@SAHRA.org).  
Sponsorship must be accompanied by payment.**

### **Payment**

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Does your company have an employee member of SAHRA? ☐ Yes ☐ No

URL of your choice \_\_\_\_\_

☐ Post/Tweet—\$100 (4390) ☐ Boosted Post—\$200 (4390)

☐ Sponsored Event—\$300 (4390) ☐ Static Ad--\$500

☐ Enclosed is \$ \_\_\_\_\_ ☐ Please charge my MasterCard/VISA \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ V-Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_



Are SAHRA members a primary market for your company? Do you provide the skills, resources, and services that HR professionals need to reach their goals? The SAHRA website is a proven vehicle to drive your marketing message to HR professionals locally and beyond.

***Imagine the visibility and credibility of identifying your services on this incredible marketing medium!***

**HR Products & Services**—The HR Products and Services page is a list of products, services and company resources. Your listing will include your company name, logo, a brief description of your company, plus a link to your website.

**HR Consultants**—The HR Consultants page provides an opportunity to identify your specialty areas of services. Your listing will include your company name, logo, a brief description of your company, plus a link to your website.

**Pricing**—Company name, logo, a brief description, and a link to your organization for 12 months. Members \$200, Nonmembers \$275. *List on both pages for just \$100 more (\$300 | \$375).*

**Step 1**—Complete the website sponsorship form below and mail to **SAHRA, 520 Capitol Mall, Suite 630, Sacramento, CA 95814** or fax to **(916) 448-5933** or complete the form on our secure website at **[www.sahra.org](http://www.sahra.org)**.

**Step 2**—Send your information to [admin@sahra.org](mailto:admin@sahra.org). Submitting everything in an electronic format (i.e. MSWord for text, logo in color JPEG, GIF or PNG format, 72 ppi.) is required. Additional charges will be assessed to scan pictures and type the information.

**Step 3**—When payment is received, the HR Resource pages will be update to include your information. You will be notified when this occurs.

**Please e-mail a digital file with your company description (two to three short paragraphs that describe your company or products and services) along with your logo to [admin@sahra.org](mailto:admin@sahra.org).**

#### Payment

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website URL \_\_\_\_\_ Email \_\_\_\_\_

Does your company have an employee member of SAHRA? ☐ Yes ☐ No

☐ HR Products and Services Page (4390) ☐ HR Consultants Page (4390) ☐ Both - 2nd page is just \$100 more! (4390)

If part of an sponsorship package, please indicate which level

☐ Inspire Package ☐ Engage Package ☐ Develop Package ☐ Empower Package

☐ Enclosed is \$ \_\_\_\_\_ ☐ Please charge my MasterCard/VISA \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ V-Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_





# WEBINAR

The Sacramento Area Human Resource Association offers approximately one webinar a month to our members and to the public. The webinar sponsorship is \$600 for one webinar and an annual webinar sponsorship is \$2,250 for maximum exposure.

Each webinar sponsorship includes:

- Exclusive recognition on the webinar page of the SAHRA website
- Business logo on webinar introduction page and verbal recognition at the beginning of all webinars
- Business logo included on all webinar event promotion in SAHRA newsletter and email blasts

The opportunity to sponsor the SAHRA webinars will be offered to our partner vendors on a first-come first-served basis.

For more information or to reserve your sponsorship today, contact:

**Lynn Greene**

**V.P., Public Relations & Marketing**

(916) 614-1619

[lynn.greene@hubinternational.com](mailto:lynn.greene@hubinternational.com)

