

LEADERSHIP



# SHRM-ATLANTA

## Partnership Prospectus 2018

Sponsorship Opportunities and Advertising

**Table of Contents**

<b>About SHRM-Atlanta</b>	<b>3</b>
<b>To our Resource Partners:</b>	<b>3</b>
<b>Why Partner with SHRM-Atlanta?</b>	<b>3</b>
Resource Partner Engagement Types	3
<b>Strategic Partnership Opportunities</b>	<b>4</b>
Partnership Packages	4
<b>2018 Sponsorship Opportunities</b>	<b>7</b>
Legal Summit, HR TechKnowlogy Summit and HR Bootcamp	7
Exhibitor Concierge Package	8
Program Sponsorship Opportunities	9
<b>Advertisement Opportunities</b>	
<b>Our Audience by the Numbers</b>	<b>12</b>
Community	12
Social Media	12
Website/Email	12
<b>Connect with Us! #PD4HR</b>	<b>12</b>
<b>Email Promotional Opportunities</b>	<b>13</b>
Sponsor Content eBlast	13
Calendar-at-a-Glance Announcement	13
eHuman Resources Ad	14
SHRM-Atlanta Connection eMagazine Ad	14
<b>Online/Social Promotional Opportunities</b>	<b>15</b>
SHRM-Atlanta Website Banner Ad	15
SHRM-Atlanta Social Media Mention	15
SHRM-Atlanta Twitter or Facebook Chat	15
<b>SHRM-Atlanta Webinar Opportunities</b>	<b>16</b>
<b>Other SHRM-Atlanta Promotional Opportunities</b>	<b>17</b>
HR Service Directory Listing	17
Mailing List Rental	17

## About SHRM-Atlanta

SHRM-Atlanta, the premier HR community in Atlanta, is dedicated to growing the skills and knowledge of HR professionals, developing business acumen and leadership capacity in our members, and leading in the development of best in class workforce and workplaces in the Greater Atlanta area. Building Atlanta leaders is our business, one member at a time.

SHRM-Atlanta’s 2,000+ members include HR professionals and HR-related resource partners that represent more than 1,300 large and small organizations in the metro area, range in experience from entry to executive level, and vary in practice from specialist to generalist roles.

## To our Resource Partners:

SHRM-Atlanta values and understands the key role that our resource partners play in enabling us to host relevant and compelling programming. It is our goal to grow and strengthen these partnerships in 2017 and beyond, ensuring our members see great value in learning about the latest and most innovative HR products and services that our Resource Partners offer. We are truly grateful for your continued support – without you, all that we do would not be possible.

Everyone is a friend of SHRM-Atlanta! Allow us to strategically collaborate and create customized packages which will help your organization meet your marketing, sponsorship, and corporate social responsibility goals for 2018. Please contact **Jackie Choice**, Business Development Director at [jchoice@shrmatlanta.org](mailto:jchoice@shrmatlanta.org) for more information.

## Why Partner with SHRM-Atlanta?

Organizations partner with SHRM-Atlanta for many ways, include the following:

- ✓ **Gain brand exposure** in the Atlanta market
- ✓ **Grow your sales pipeline** and/or
- ✓ **Give back** to the HR profession

When you become a SHRM-Atlanta Resource Partner, you are seen as a trusted resource to our 2,000+ members and the Atlanta HR community. There are many ways to partner with SHRM-Atlanta to accomplish your business goals.

### Resource Partner Engagement Types



## Strategic Partnership Opportunities

**Take your marketing to the next level!** Our membership is made up of the best kind of people: *people people*. We have learned that the best way to grow **your** brand’s recognition among the Atlanta HR community is through creating constant touch points and high visibility for your products and services. In taking a strategic approach, we can plan ahead for 2018 and offer multiple touch points with our members and showcase your brand as a strategic resource to our members.

### What’s Great About Strategic Partnership?

- ✓ **Increased Recognition** – as a strategic partner, you are seen as a trusted SHRM-Atlanta Resource Partner.
- ✓ **Ease of Planning** – preparing the year ahead allows more time for you to focus on other things in your business.
- ✓ **Flexibility & Scalability** – we work with your budget! We will discuss your business goals, your budget/spend and how SHRM-Atlanta can help.
- ✓ **Competitive Discounts** – all strategic partners receive competitive discounts of **SOAHR** and Symposium sponsorship purchases

<b>Platinum</b> \$26,500	<b>Gold</b> \$16,175	<b>Silver</b> \$13,825	<b>Bronze</b> \$11,300
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### Platinum Partnership Package ..... \$26,500

This top tier sponsorship package allows for key exposure. Our platinum strategic partners see the largest amount of exposure to our organization through the year.

Platinum Partnership	
Benefit	Included Quantity
Introductory eBlast to all Members	1
4 Series Hosted Webinars (Sponsored Content)	1
Banner Ad (One Year)	1
Opportunity to Host Twitter or Facebook Chat	1
HR Service Directory (One Year)	1
Resource Partner Spotlight in Newsletters	2
Summit <b>Premier</b> Sponsorships	2
Learning Meeting <b>Premier</b> Sponsorships	2
Sponsor Content eBlasts	3
Social Media Mentions	4
Newsletter Blog Submissions	6

*15% off all Conference Sponsorship (must be selected with purchase of Strategic Partnership Package)*

**Gold Partnership Package ..... \$16,175**

This exceptional package level allows our strategic partners to gain a tremendous amount of visibility while achieving marketing goals.

<b>Gold Partnership</b>	
<b>Benefit</b>	<b>Quantity</b>
Introductory eBlast to all Members	1
Resource Partner Spotlight in Newsletter	1
Summit <b>Premier</b> Sponsorships	1
Learning Meeting <b>Premier</b> Sponsorships	1
4 Series Hosted Webinars (Sponsored Content)	1
Banner Ad (One Year)	1
Opportunity to Host Twitter or Facebook Chat	1
HR Service Directory (One Year)	1
Social Media Mentions (Bi-Annually)	2
Sponsor Content eBlasts	3
Newsletter Blog Submissions (Four Issues)	4

*12% off all Conference Sponsorship (must be selected with purchase of Strategic Partnership Package)*

**Silver Partnership Package ..... \$13,825**

As a silver partner, you will see the vast benefits of being a SHRM-Atlanta strategic partner.

<b>Silver Partnership</b>	
<b>Benefit</b>	<b>Quantity</b>
Introductory eBlast to all Members	1
Resource Partner Spotlight in Newsletter	1
Summit <b>Premier</b> Sponsorships	1
Learning meeting <b>Premier</b> Sponsorships	1
2 Series Hosted Webinars (Sponsored Content)	1
Banner Ad (One Year)	1
Opportunity to Host Twitter or Facebook Chat	1
HR Service Directory (One Year)	1
Sponsor Content eBlasts	2
Social Media Mentions (Bi-Annually)	2
Newsletter Blog Submissions (Two Issues)	2

*10% off all Conference Sponsorship (must be selected with purchase of Strategic Partnership Package)*

**Bronze Partnership Package ..... \$11,300**

As a bronze partner, you will see the vast benefits of being a SHRM-Atlanta strategic partner.

Bronze	
Benefit	Quantity
Introductory eBlast to all Members	1
Resource Partner Spotlight in Newsletter	1
Learning Meeting <b>Premier</b> Sponsorships	1
2 Series Hosted Webinars (Sponsored Content)	1
Sponsor Content eBlasts	1
Banner Ad (One Year)	1
HR Service Directory (One Year)	1
Social Media Mentions (Bi-Annually)	2
Newsletter Blog Submissions (Two Issues)	2

*8% off all Conference Sponsorship (must be selected with purchase of Strategic Partnership Package)*

**Customized Strategic Packages are always available!**

You set your budget and we will do our best to provide you with exposure to our audience throughout the year. Please reach out to Jackie Choice to discuss your options based on your budget today!





## Summit Sponsorship Opportunities **NEW** in 2018!

Legal Summit, HR TechKnowlogy Summit and HR Bootcamp

SHRM-Atlanta anticipates seeing on average, 50-100 attendees to our inaugural summits. They are one day or half day events full of learning and professional development opportunities. Sponsors, supporters and exhibitors see great exposure and recognition at large programs as supports of the advancement of Human Resources and the Atlanta community.

**This year we will be providing introductory pricing for all Summits!**

**Premier Sponsorship..... ~~\$2,250~~ **\$1,125****

*Direct Audience Engagement, Speaking Opportunity, Multi-faceted Brand/Logo Recognition*

- Company logo and link on the respective SHRM-Atlanta large program’s website
- Company logo and link on large program dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Social Media mentions on our website as the Premier sponsor
- Six (6) minutes of podium time during opening of event
- Exclusive Signage during the large program (extra-large company logo)
- 6’ skirted table with two (2) chairs in premium reserved location
- Two (2) complimentary registrations
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

**Learning Sponsorship..... ~~\$1,250~~ **\$625****

*Direct Audience Engagement, Speaking Opportunity, Multi-faceted Brand/Logo Recognition*

- Company logo and link on the respective SHRM-Atlanta large program’s website
- Company logo and link on large program dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Social Media mentions on our website as the Learning sponsor
- Exclusive Signage outside of your sponsored learning session (sessions TBD)
- 6’ skirted table with two (2) chairs in premium reserved location
- Two (2) complimentary registrations
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)



**Supporter ..... \$1,000 \$500**

*Direct Audience Engagement, Multi-faceted Brand/Logo Recognition*

- Company logo and link on the respective SHRM-Atlanta large program’s website
- Social Media mentions on our website as an event supporter
- 6’ skirted table with two (2) chairs in premium reserved location
- Two (2) complimentary registrations
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

**Exhibitor..... \$750 \$375**

*Direct Audience Engagement, Multi-faceted Brand/Logo Recognition*

- Company name and link on the respective SHRM-Atlanta large program’s website
- 6’ skirted table with two (2) chairs in premium reserved location
- Two (2) staff-only registrations (NO full event registrations included)
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

## Exhibitor Concierge Package

**NEW!** Do you want to reach the attendees of a SHRM-Atlanta large program or standard program but don’t have the time to be away from your office? Look no further than the Exhibitor Concierge service!

All you do is mail (or drop off) your table matters to our office (white papers, banners, giveaways, signs and other materials) one week prior to an event date and we will set up your table. For \$50+ shipping and handling, we’ll mail it back for you too!

**Summit Exhibitor Concierge..... \$500 \$250**

*Multi-faceted Brand/Logo Recognition*

- 6’ skirted table with two (2) chairs in premium reserved location
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)





## Program Sponsorship Opportunities

### Learning Meetings and Workshops

Formerly known to our members as Chapter Meeting, Power Breakfasts and other legacy titled programs, one hour in-person programs are SHRM-Atlanta hosted events that offer dedicated networking and educational opportunities. These programs offer key exposure for our sponsors to speak with attendees, as well as, learn about advancements in HR.

There are two types of possible learning meeting audience sizes: Medium (30-60 attendees) and Large (100-200 attendees)

### Gold Sponsor

**Medium Audience ..... \$450**

**Large Audience ..... \$1,650**

*Direct Audience Engagement, Speaking Opportunity, Multi-faceted Brand/Logo Recognition*

- Company logo and link on the SHRM-Atlanta program website
- Company logo and link on program dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Social Media mentions on our website as the Premier sponsor
- Six (6) minutes of podium time during opening of event
- Exclusive Signage during program (extra-large company logo)
- 6' skirted table with two (2) chairs in premium reserved location
- Two (2) complimentary registrations
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

### Supporter

**Medium Audience ..... \$300**

**Large Audience ..... \$1,000**

*Direct Audience Engagement, Multi-faceted Brand/Logo Recognition*

- Company logo and link on the SHRM-Atlanta program website
- Company logo and link on program dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Signage during program (large company logo)
- 6' skirted table with two (2) chairs in premium reserved location
- Two (2) complimentary registrations
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

**Exhibitor**

**Large Audience ..... \$750**

*Direct Audience Engagement, Multi-faceted Brand/Logo Recognition*

- Company name and link on the SHRM-Atlanta program website
- 6’ skirted table with two (2) chairs in premium reserved location
- Two (2) staff-only registrations (NO full event registrations included)
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

**Exhibitor Concierge**

**Medium Audience ..... \$500**

**Large Audience ..... \$1,650**

*Multi-faceted Brand/Logo Recognition*

- 6’ skirted table with two (2) chairs in premium reserved location
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

**Invite Only – Senior HR Roundtable Opportunities**

SHRM-Atlanta will be hosting an invite only Senior level HR Roundtable for Atlanta’s HR influencers. This room of decision makers and strong HR community leaders is a great place to gain support and buy-in for your product, service and brand.

**Supporter ..... \$1,250**

*Direct Audience Engagement, Multi-faceted Brand/Logo Recognition*

- Company logo and link on the respective SHRM-Atlanta large program’s website
- Social Media mentions on our website as an event supporter
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)



2018



SHRM-  
ATLANTA  
ADVERTISING OPPORTUNITIES

## Why Advertise with SHRM-Atlanta?

SHRM-Atlanta has a marketing reach of 6,100+ HR professionals in Greater Atlanta with 2,000+ active members. If you are looking to reach HR Practitioners, Decision Makers and HR Influencers, SHRM-Atlanta is an incredible resource to the Atlanta community.

With multiple levels of exposure and a large portfolio of promotional opportunities, you are sure to find advertising avenues that are aligned with your marketing goals and budget.

## Our Audience by the Numbers

### Community

- ✓ SHRM-Atlanta Community (*former, current members and guests*): 6,100+
- ✓ Active Members: 2,000+

### Social Media

- ✓ LinkedIn Group Followers: 10,600+
- ✓ Twitter Followers: 4,600+
- ✓ Facebook Followers: 1,880+

### Website/Email

- ✓ Monthly Website Homepage Clicks: ~1,100/month
- ✓ Average Sponsored Email Click Rates and Open Rates: Open – 20.6%  
Click – 4.29%

## Connect with Us! #PD4HR



**@SHRMATL**

*Retweet and use our hashtag #PD4HR!*

**SHRM-Atlanta**

*Join our group to collaborate with peers today!*

**@SHRMATLANTA**

*Like us to join the conversation!*

**@SHRMATL**

*Follow us for the best selfies in HR!*

## Email Promotional Opportunities

With an audience of 6,100+ in Greater Atlanta, our email promotional opportunities are a great way to advertise the following:

- ✓ **Upcoming Events**
- ✓ **Current Promotions and Specials**
- ✓ **New Products/Services and**
- ✓ **Your Overall Brand!**

There are many ways to gain brand recognition through SHRM-Atlanta email promotional opportunities. We are sure you will find one that meets the audience you are looking to reach!

### Sponsor Content eBlast

Promote your product or service in an exclusive dedicated email to SHRM-Atlanta members-only (~2,000 members) or the SHRM-Atlanta community (over 6,100 recipients, including members). Share your event, product or service to either audience by sponsoring a dedicated “sponsor content” message. SHRM-Atlanta will send a single HTML email on behalf of your organization.

**The Specifics:** Only one email may be sent per topic and/or event and only one topic or event per email. Email content may be up to 200 words and include a graphic with link. The graphic must be no larger than 800 x 900 pixels. No HTML coding is permitted.

#### Investment

- Sponsor Content eBlast..... \$2,000
- Sponsor Content eBlast (Non-Member) ..... \$2,250
- Sponsor Content eBlast Members Only ..... \$1,500
- Sponsor Content eBlast Members Only (Non-Member) ..... \$1,750

### Calendar-at-a-Glance Announcement

Our Calendar-at-a-Glance newsletter reaches 6,100+ HR professionals here in Greater Atlanta. This email is seen as an added resource to our community which keeps the HR community abreast of upcoming events and opportunities.

**The Specifics:** You may include a 100-word description of the event, link to the sponsor’s website, and small logo or image (not to exceed 800 x 900 pixels). Announcements are mentioned as “Partner Events” and are placed at the bottom of the email.

Announcements will be accepted if the advertised event is related to the purposes of SHRM-Atlanta, does not directly conflict or compete with a SHRM-Atlanta event, and is approved by the SHRM-Atlanta Marketing Director.

#### Investment

- Announcement (1) ..... \$300
- Announcement (1) Non-Member ..... \$400

eHuman Resources Ad

Gain brand recognition by including your ad in SHRM-Atlanta’s monthly information newsletter. SHRM-Atlanta’s members-only eHuman Resource Newsletter provides timely and relevant legislative and legal updates, members-only editorial content, and other important news specifically targeted to our members.

**The Specifics:** Your ad can be designed as a banner image with hyperlink and must be no larger than 800 x 900 pixels **OR** can be a logo with hyperlink. Events and promotions cannot be advertised through an eHuman Resources Ad. No text unless embedded into graphic image.

**Investment**

- eHuman Resources Ad..... \$400
- eHuman Resources Ad (Non-Member)..... \$400

SHRM-Atlanta Connection eMagazine Ad

**NEW!** The freshly minted SHRM-Atlanta Connection is a PDF formatted newsletter with six annual issues providing chapter updates, member highlights, educational takeaways, and much more! This newsletter allows you to include standard print size ads to be seen by our Atlanta HR community. You also have the opportunity to provide sponsored content articles and spotlight features.

**The Specifics:** Ads will be accepted if the advertised event, product or service is related to the purposes of SHRM-Atlanta, does not directly conflict or compete with a SHRM-Atlanta event, and is approved by the SHRM-Atlanta Marketing Director. Ad specifications and article content guidelines are available upon request.

**Investment**

*Advertisements*

- Full-Page ad ..... \$1,000
- Half-Page ad ..... \$750
- Quarter-Page ad ..... \$500

*Article Content*

- Sponsored Content Article (Educational Only!) ..... \$700
- Sponsored Content Article (Educational Only!) Non-Member..... \$950
- Resource Partner Spotlight (Featured Article) ..... \$950
- Resource Partner Spotlight (Featured Article) Non-Member ..... \$1,150



## Online/Social Promotional Opportunities

Everyone is on the internet. Allow us to use our platforms to assist you in reaching current and new audiences! These opportunities ranging from social media to website inclusion, our online and social promotions are a great way to reach those who are in your target market.

### SHRM-Atlanta Website Banner Ad

Show your support and gain visibility for your brand by placing your ad directly on the SHRM-Atlanta website’s home page. Your ad will be placed within our rotating marketing banner adjacent to our “Latest News” and “Calendar” for maximum exposure.

**The Specifics:** Banner should be a .jpg image-ready file and 300 X 250 pixels. No Flash allowed and file size should remain under 1MB.

**Investment**

- One Year Rotation ..... \$3,000
- One Year Rotation (Non-Member) ..... \$3,250
- One Month Rotation ..... \$350
- One Month Rotation (Non-Member) ..... \$600

### SHRM-Atlanta Social Media Mention

Take advantage of our large social media following to promote your product/service or upcoming event. With a SHRM-Atlanta Social Media Mention, you will see your brand front and center in an upcoming post specific to your offerings.

**The Specifics:** One mention will be made on the platform of your choice. This can include a photo, verbiage or a combination of both. Post engagement is not guaranteed.

**Investment**

- Social Media Mention (1) ..... \$250
- Social Media Mention (1) Non-Member ..... \$500

### SHRM-Atlanta Twitter or Facebook Chat

Engage live with our social media audience through an interactive Twitter or Facebook Chat. This engagement allows our followers to ask questions in real time that you will be able to answer immediately. This is a great way to share true insight to your organization!

**The Specifics:** Approval of a joint online chat is subject to the discretion of SHRM-Atlanta Leadership and Staff. Topics must center around SHRM-Atlanta’s purpose and mission. All sessions will be no longer than one hour. Live video chat and classic word-chat options are available.

**Investment**

- Twitter or Facebook Chat (1) ..... \$750
- Twitter or Facebook Chat (1) Non-Member ..... \$1,000

## SHRM-Atlanta Webinar Opportunities

Demonstrate your company’s expertise and thought leadership to the SHRM-Atlanta community. If you have educational content relevant to HR professionals, SHRM-Atlanta hosted webinars are an ideal way to establish your credibility and gain visibility. Sponsor provides speaker, topic & content (to be approved by volunteer review team; may not include a sales pitch) for one-hour presentations using SHRM-Atlanta’s online technology that links attendees with both audio and visual by phone and Internet.

SHRM-Atlanta promotes the webinar – or webinar series – submits for CEU credits from SHRM and HRCI on your behalf, and manages registration, evaluations and communication with the attendees. During the presentation, attendees have the ability to submit questions to the speaker online. Webinars are complimentary to SHRM-Atlanta members and available to non-members for a nominal fee.

**The Specifics:** Attendance ranges from 40 – 80 attendees, depending on the topic. Webinars must be held on a weekday during the lunch hour (12:00 PM – 1:00 PM). Attendance is not guaranteed and is greatly dependent upon topic. Webinar series of 2 or more sessions are highly encouraged.

### Webinar Hosting Includes:

- Company logo and link on the SHRM-Atlanta website for that event
- Company logo and link on promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Sponsor provided speaker and content (subject to approval by volunteer review team; may not include a sales pitch)
- Sponsor provided PowerPoint for presentation and direct distribution for attendees
- Sponsor has the option to archive and post webinar on SHRM-Atlanta’s website for access by members only
- SHRM-Atlanta provides promotion, registration and coordination of the webinar
- Sponsor receives post-event attendee mailing list (excluding telephone numbers)

### Investment

- Webinar – 4 Series .....\$2,300
- Webinar – 4 Series (Non-Member)..... \$2,550
- Webinar – 2 Series ..... \$1,100
- Webinar – 2 Series (Non-Member)..... \$1,350
- Webinar – Single ..... \$600
- Webinar – Single (Non-Member)..... \$850

## Other SHRM-Atlanta Promotional Opportunities

### HR Service Directory Listing

Make sure your company and products are top of mind for SHRM-Atlanta members. List your company in our online service directory so that our members can easily search and find your products and/or services.

**The Specifics:** Your listing may be included in up to three (3) categories and your listing includes company information, contact information, social media links and logo.

#### Investment

- Directory Listing – One Year .....\$300
- Directory Listing – One Year (Non-Member) .....\$550

### Mailing List Rental

Target your marketing efforts and get noticed by sending your promotional piece through traditional mail. Rent the SHRM-Atlanta member mailing list (one time use only) to further support your SHRM-Atlanta sponsorships, webinar series, or exhibit booth, or for your traditional marketing needs.

**The Specifics:** A sample of the materials **must be submitted for approval with your order.** Emails and phone numbers are not included and cannot be released. Upon approval of your content, you will be required to sign a one-time use contract. Mailing List Rentals may NOT be used as part of a campaign unless approved by SHRM-Atlanta.

#### Investment

- Mailing List Rental .....\$600
- Mailing List Rental (Non-Member) .....\$850