

SHRM of Greater St. Louis

2022-2023

BUSINESS PARTNER
OPPORTUNITIES





About SHRM St. Louis

With 500 active members, SHRM of Greater St. Louis is the largest networking organization for human resource professionals in the bi-state area. We provide an annual conference, monthly meetings, webinars, networking events, and other resources to help St. Louis HR professionals to exchange ideas, to advance the creativity and effectiveness of our profession, and to add value to the organizations we serve.

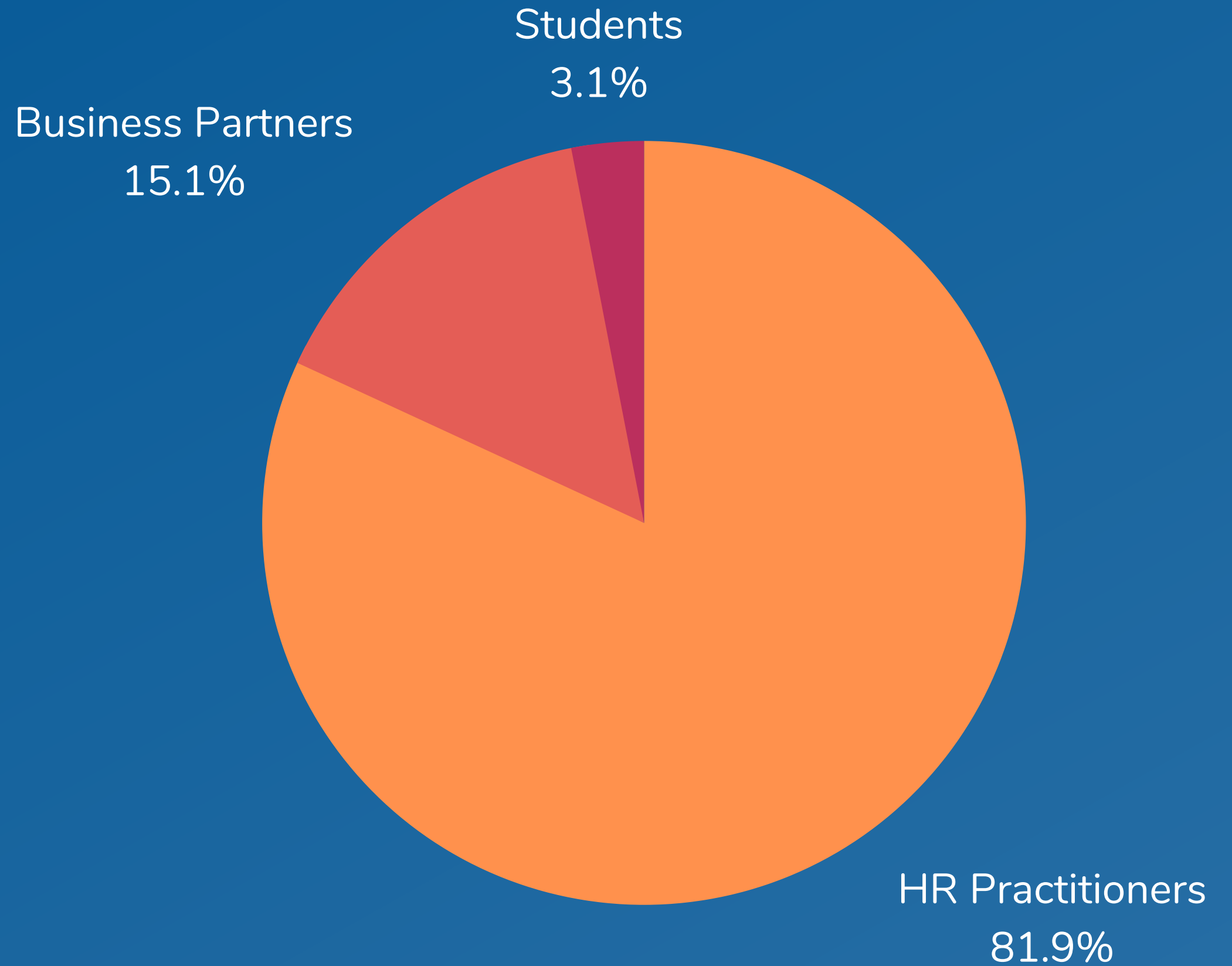
Join Us as a Business Partner

Business Partners are a core part of our organization. As a Business Partner, you will have direct access to our members, who include HR professionals at organizations of all sizes and in a wide variety of industries.

We endeavor to provide partnership opportunities that are mutually beneficial to both our Business Partners and Members. Recognizing that every organization has different needs, we offer a variety of different sponsorship opportunities.

Ultimately, it matters to us that you get something out of your sponsorship. We want your investment in us to return meaningful opportunities to forge strong and genuine connections with our members. If we can ever to do anything to assist in that regard, please email us at info@shrmstl.org.

Your Business to Business Partner



SHRM ST. LOUIS CHAPTER MEMBERSHIP

Annual Partnership & Conference Sponsorship Opportunities



Annual Partnership Opportunities

Benefits	Diamond <i>(only 3 opportunities available)</i>	Emerald <i>(only 6 opportunities available)</i>	Sapphire
Highlighted at Monthly Meetings	✓	✓	✓
Logo on SHRM St. Louis Website	✓	✓	✓
Listing in Online Business Partner Directory	✓	✓	✓
Individual Membership in SHRM of Greater St. Louis	3	2	1
Opportunity to Exhibit & 3-Minute Commercial at One (1) Monthly Meeting	✓	✓	
Banner Ad in Newsletter/Weekly Eblast	3	2	1
Business Partner Spotlight on Chapter Social Media Platforms	✓		
Annual Leadership Conference Sponsorship	Includes Diamond Level Sponsorship Benefits (listed on next page)	Includes Emerald Level Sponsorship Benefits (listed on next page)	Includes Sapphire Level Sponsorship Benefits (listed on next page)
Total Investment	\$7,500 <i>(before 7/15/22)</i> \$10,000 <i>(after 7/15/22)</i>	\$5,000 <i>(before 7/15/22)</i> \$6,500 <i>(after 7/15/22)</i>	\$2,500 <i>(before 7/15/22)</i> \$3,500 <i>(after 7/15/22)</i>

Conference Sponsorship Benefits

Diamond Sponsorship

- Keynote Speaker (2 opportunities available)**
- Opportunity to introduce Keynote Speaker
 - Logo and verbal recognition during Keynote Session, including opportunity for two-minute introduction to your company

- Conference Bag (1 opportunity available)**
- Organization logo on bags provided to conference attendees
 - Logo and verbal recognition during Opening Remarks, including opportunity for two-minute introduction to your company

- Diamond Sponsors also receive:**
- Premium Booth Placement at Annual Conference Business Partner Expo
 - Full-day exposure to members and attendees
 - One (1) non-member conference registration (member registrations are complimentary)
 - Receive one (1) copy of conference attendee list (name and company only)
 - Opportunity to have two (2) emails sent to all conference registrants, one before the conference and one after (email content to be approved and sent by SHRM St. Louis)
 - Ad in SHRM St. Louis pre-conference eblast
 - Recognition on conference website

Additional attendees from your organization may be registered for the conference at the rate of \$250/person.

Emerald Sponsorship

- Break-Out Session Room (4 opportunities available)**
- Logo and verbal recognition at selected sessions, including opportunity for two-minute introduction to your company at the commencement of each session
 - Logo recognition on room signage

- Breakfast (1 opportunity available)**
- Logo and verbal recognition during Opening Remarks, including opportunity for two-minute introduction to your company
 - Recognition on place cards on food serving tables during breakfast

- Lunch (1 opportunity available)**
- Logo and verbal recognition during lunch, including opportunity for two-minute introduction to your company
 - Recognition on place cards on food serving tables during lunch

- Emerald Sponsors also receive:**
- Premium Booth Placement at Annual Conference Business Partner Expo
 - Full-day exposure to members and attendees
 - One (1) non-member conference registration (member registrations are complimentary)
 - Receive one (1) copy of conference attendee list (name and company only)
 - Opportunity to have one (1) email sent to all conference registrants before the conference (email content to be approved and sent by SHRM St. Louis)
 - Ad in SHRM St. Louis pre-conference eblast
 - Recognition on conference website

Sapphire Sponsorship

- Exhibit Booth at Annual Conference Business Partner Expo
- Full-day exposure to members and attendees
- One (1) non-member conference registration (member registrations are complimentary)
- Receive one (1) copy of conference attendee list (name and company only)
- Recognition on conference website

Non-Partnership Conference Opportunities

Exhibit Booth Only **\$2,000**

- Exhibit Booth at Annual Conference Business Partner Expo
- Full-day exposure to members and attendees
- One (1) non-member conference registration (member registrations are complimentary)
- Receive one (1) copy of conference attendee list (name and company only)
- Recognition on conference website

Conference Bag Insert **\$200**

Insert a one-page sheet about your company or giveaway item in conference attendee bags provided to all registrants.

A La Carte Opportunities

Do you have extra marketing dollars you're able to invest in the chapter?

Are you unable to be an Annual Partner, but still want to get your name out to SHRM St. Louis' HR Practitioner members?

Our a la carte opportunities are a great option! No amount is too big or too small!



Website Advertising

Per Month	
Feature Ad (950 pixels wide x 350 pixels high)	\$250
Sidebar Ad (300 pixels wide x 400 pixels high)	\$195

Weekly Eblast Advertising

Per Issue	
Horizontal Banner Ad (800 pixels wide x 300 pixels high)	\$200

Business Partner Directory ~ \$250

Listing (including a blurb about your business) in our Business Partner Directory, an online directory of our business partners grouped by industry.



Event Sponsorship Opportunities

Monthly Meetings ~ \$500 (Member Only Opportunity)

- Opportunity for three-minute introduction to your company from the podium
- Logo recognition on emailed meeting invitations
- Table near registration to place marketing materials
- Opportunity to place collateral at each place setting

Annual Legal Update ~ \$2,000 (Member Only Opportunity)

One of our most popular programs, the Annual Legal Update is highly anticipated and well attended!

- Opportunity for three-minute introduction to your company from the podium
- Logo recognition on emailed meeting invitations
- Table near registration to place marketing materials
- Opportunity to place collateral at each place setting

Networking Events ~ \$500 (Member Only Opportunity)

- Opportunity for three-minute introduction to your company
- Logo recognition on emailed meeting invitations
- Opportunity to place collateral on tables



Social Media Partnerships

Four Platforms to choose from!



@SHRMSTL



@SHRMSTL



SHRM of
Greater St. Louis



@shrmstl

Select from SHRM St. Louis' Facebook, Instagram, LinkedIn or Twitter

- 4 Posts Over 4 Days - \$750
- 3 Posts, 3 Platforms - \$500
- 2 Posts, 2 Platforms - \$250
- 1 Post, 1 Platform - \$100



Contact Us



SHRM of Greater St. Louis
(314) 892-7994
info@shrmstl.org
www.shrmstl.org



Tammy McAllister
Vice President, Administration
(314) 477-3027
tammy.mcallister@milliman.com
www.shrmstl.org



Ready to sign up? [Click here to download our Partnership Agreement Form.](#)

