



Business Partner Opportunities

July 2021 - June 2022

Who we are

With 500 active members, SHRM of Greater St. Louis is the largest networking organization for human resources 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 do anything to assist in that regard, please email us at info@shrmstl.org.

Annual Partner Opportunities

Premier Partner | *Three Available*

\$5,000

Benefit	Value
Logo and links to your website and social media in all monthly newsletters emailed to all members.	<i>Exclusive/Priceless</i>
Advertise two of your organization's events for 45 days on the home page of our website.	\$2,000
Include an article in any newsletter (will be designated as a partner submission)	\$1,500
Recognition as a featured organization at one monthly meeting (including a table and 3 minutes to speak from the podium about your organization).	\$500
Two newsletter advertisements about your organization's upcoming events or products.	\$400
Business Partner Spotlight in one newsletter (i.e., a Q&A profile/interview with one of your members about your organization).	\$250
Advertise any of your events/webinars on a section of our website about upcoming business partner events.	\$200 per event
Submit a one-sentence business partner blurb with a link for every monthly newsletter.	\$50 per blurb (\$600 total value)
Video interview with partner representative included in one monthly newsletter and posted to social media and our website.	<i>Priceless</i>
Listing in our annual conference's Virtual Sponsor Center, and a banner displayed on every page of our conference web app. <i>The Annual Conference typically has 600+ attendees, and will be held virtually this year.</i>	<i>Priceless</i>
Virtual Exhibit Booth at our Annual Leadership Conference, which will be held virtually in 2021.	\$500
Premium listing (including a blurb about your business) at the top of our Business Partner Directory, an online directory of our business partners grouped by industry.	<i>Exclusive/Priceless</i>
Logo on the SHRM St. Louis website home page, and an article about your business on a special section of the website for the Premier Partner and Key Partners.	<i>Exclusive/Priceless</i>
Recognition from the podium and in our Announcement PowerPoint slides at all major events, including monthly meetings, happy hours, non-sponsored webinars, and New Member Mixers.	<i>Exclusive/Priceless</i>
<i>Speaking Opportunity!</i> ¹ Present on an HR-related topic at an in-person or online event.	<i>Priceless</i>
First opportunity for future Premier Partnership.	<i>Priceless</i>

¹ All speaking opportunities are subject to a few basic, additional conditions. It is very important that we provide quality **educational opportunities** to our members. Presentations **cannot** be sales pitches. We must meet certain criteria to qualify for continuing education credit. Our members appreciate it when business partners provide this educational content. **They loathe sales pitches.** Business partners who show they truly care about serving our audience are much appreciated and become known as subject-matter experts in our local HR community. We'll communicate with you before your presentation to maximize its relevance to our membership. We will, of course, do our best to accommodate your preferences about when you speak.

Key Partner | Five Available

\$3,500

Benefit	Value
Links to your website and social media in all monthly newsletters emailed to all members.	<i>Exclusive/Priceless</i>
Advertise one of your organization's events for 45 days on the home page of our website.	\$500
Recognition as a featured organization at one monthly meeting (including a table and 3 minutes to speak from the podium about your organization).	\$500
Business Partner Spotlight in one newsletter (i.e., a Q&A profile/interview with one of your members about your organization).	\$250
One newsletter advertisement about your organization's event or products.	\$200
Advertise any of your events/webinars on a section of our website about upcoming business partner events.	\$200 per event
Listing (including a blurb about your business) in our Business Partner Directory, an online directory of our business partners grouped by industry.	\$100
Submit a one-sentence business partner blurb with a link for every monthly newsletter.	\$50 per blurb (\$600 total value)
Video interview with partner representative included in one monthly newsletter and posted to social media.	<i>Priceless</i>
Listing in our annual conference's Virtual Sponsor Center, and a banner displayed on every page of our conference web app. <i>The Annual Conference typically has 600+ attendees, and will be held virtually this year.</i>	<i>Priceless</i>
Virtual Exhibit Booth at our Annual Leadership Conference, which will be held virtually in 2021.	\$500
Speaking Opportunity! Present on an HR-related topic at an in-person or online event.	<i>Priceless</i>
First opportunity for future sponsorships.	<i>Priceless</i>

Exclusive Webinar Partner | One Available

\$4,000

Benefit	Value
All benefits of a Key Partner.	<i>See above.</i>
Advertise your organization before every monthly webinar.	<i>Priceless</i>

Supporting Partner

\$1,000 Members/\$1,250 Non-Members

Benefit	Value
One newsletter article per year advertising your organization's events.	\$250
Advertise any of your events/webinars on a section of our website about upcoming business partner events.	\$200 per event
Listing (including a blurb about your business) in our Business Partner Directory, an online directory of our business partners grouped by industry.	\$100
Listing in our annual conference's Virtual Sponsor Center, and a banner displayed on every page of our conference web app. <i>The Annual Conference typically has 600+ attendees, and will be held virtually this year.</i>	<i>Priceless</i>
Virtual Exhibit Booth at our Annual Leadership Conference, which will be held virtually in 2021.	\$500

The Premier, Key, Webinar and Supporting Partnerships run throughout the duration of our fiscal year - beginning on July 1st and ending on June 30th. Partners will generally be given right of first refusal for future Partnerships. However, SHRM St. Louis reserves the right to terminate the relationship at the end of any one-year period.

A la carte Opportunities

Benefit	Price
Young Professionals Happy Hour Sponsorship (<i>in-person</i>) - Receive the opportunity for a three-minute introduction to your company; logo recognition on emailed meeting invitations; and the opportunity to hand out marketing materials.	\$1,000
Send an email to all members through our membership platform ² .	\$2,000
Advertise one of your organization's events for 45 days on the home page of our website.	\$1,000
Recognition as a featured organization at one monthly meeting (including a table and 3 minutes to speak from the podium about your organization).	\$750
Business Partner Spotlight in one newsletter (i.e., a Q&A profile/interview with one of your members about your organization).	\$500
A newsletter advertisement about your organization's event or products.	\$200
Advertise any of your events on a section of our website about upcoming Business Partner events.	\$200
Listing (including a blurb about your business) in our Business Partner Directory, an online directory of our business partners grouped by industry.	\$100
Submit a one-sentence business partner blurb with a link in our monthly newsletter.	\$50 per blurb

Annual Conference Opportunities

Benefit	Price
Pre-Conference Happy Hour Sponsorship (<i>in-person</i>) - Receive the opportunity for a three-minute introduction to your company from the podium; logo recognition on emailed invitations; and a table near registration to place marketing materials.	\$2,500
Virtual Exhibit Booth	\$500
Pre- and Post-Conference Attendee List (includes full contact information for all registered attendees who opt-in to having their information shared). <i>Purchase of a Virtual Exhibit Booth is required.</i>	\$500
60-Second Commercial played two times during the conference	\$1,000
30-Second Commercial played two times during the conference	\$750

² The content and timing of all information to be added to our publications or website is subject to our review and approval. Any business partner content sent via our website or email platform will notify readers that the content was sponsored, and not otherwise affiliated with or endorsed by SHRM of Greater St. Louis.



Sponsorship Agreement

Please complete and fax, mail or email to:

SHRM of Greater St. Louis
2650 S. Hanley Rd., Ste. 100
St. Louis, MO 63144
Phone: (314) 892-7994
Fax: (314) 845-1891
info@shrmstl.org
www.shrmstl.org

Sponsorship Opportunities:**Annual Partner Opportunities**

- ☐ Premier Partner - \$5,000
- ☐ Key Partner - \$3,500
- ☐ Webinar Partner - \$4,000
- ☐ Supporting Partner
 - ☐ \$1,000 Members
 - ☐ \$1,250 Non-Members

A la Carte Opportunities

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|---|----------------|
| ☐ Young Professionals Happy Hour Sponsorship | \$1,000 |
| ☐ Email to Members | \$2,000 |
| ☐ Advertise Organization's Event on website | \$1,000 |
| ☐ Monthly Meeting Featured Organization | \$750 |
| ☐ BP Spotlight in Newsletter | \$500 |
| ☐ Newsletter Ad | \$200 |
| ☐ BP Events Page Advertisement | \$200 |
| ☐ BP Directory Listing | \$100 |
| ☐ BP Blurb in Newsletter | \$50/
blurb |

Annual Conference Opportunities

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|---|---------|
| ☐ Pre-Conference Happy Hour Sponsorship | \$2,500 |
| ☐ Virtual Exhibit Booth | \$500 |
| ☐ Pre- and Post-Conference Attendee List | \$500 |
| ☐ 60-Second Commercial | \$1,000 |
| ☐ 30-Second Commercial | \$750 |

Please Type or Print Clearly

Contact

Company

Address

City, State, Zip Code

Phone & Fax

Email

Website

Method of Payment

- ☐ Check Enclosed
☐ MasterCard ☐ Visa ☐ Discover ☐ AmEx

Credit Card Number	3-Digit Code	Exp. Date
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Name on Card *(if different than above)*

Billing Address *(if different than above)*

Billing City, State, Zip Code *(if different than above)*

Amount to Charge

Signature

Scheduling and Terms of Sponsorships

Rates are based on pre-payment and payment must accompany commitment form when submitted. Payment is accepted by check to "SHRM of Greater St. Louis" or by credit card. SHRM St. Louis reserves the right to refuse sponsorships. By submitting this order, the above named company/organization authorizes SHRM St. Louis to reserve the sponsorship, and agrees to pay the price indicated and submit the copy in the requested format and schedule.