

Why Partner with SHRM St. Louis?

With nearly 600 members, SHRM of Greater St. Louis is the area's leading organization for HR professionals.

Our members represent organizations of all sizes and industries throughout the bi-state region and rely on SHRM St. Louis for:

- Professional development
- Networking opportunities
- Industry resources
- HR solutions and expertise

As a Business Partner, your organization gains direct access to HR decision-makers while building valuable, long-term relationships within the community.



Ready to Partner With Us?

We offer flexible opportunities designed to help your organization connect with HR professionals year-round.

Contact Us

✉ info@shrmstl.org

☎ (314) 892-7994

🌐 www.shrmstl.org

Complete our online Partnership Agreement Form today!



SHRM of Greater St. Louis Business Partner Opportunities

Connect with the region's HR Leaders.

Build relationships, increase visibility, and position your organization as a trusted resource within the St. Louis HR community

Connect. Engage. Grow.



Annual Partnership & Conference Sponsorship Opportunities

Our Annual Partnership packages provide year-round visibility, marketing exposure, and engagement opportunities with HR professionals throughout the St. Louis area.

Benefits	Diamond Partner (4 opportunities available)	Emerald Partner (6 opportunities available)	Sapphire Partner
Highlight at Monthly Meetings	✓	✓	✓
Logo on SHRM St. Louis Website	✓	✓	✓
Online Business Partner Directory Listing	✓	✓	✓
Individual Membership in SHRM St. Louis	5	3	1
Opportunity to Exhibit & 3-Minute Commercial at One (1) Monthly Meeting	✓	✓	
Banner Ad in Weekly Newsletter	3	2	1
Social Media Spotlight	✓		
Annual Leadership Conference Sponsorship Opportunities	Keynote Speaker (2), Conference Bag, or Conference Program	Break-Out Session (4), Breakfast, or Lunch	Exhibitor
Exhibit Booth	Premium	Premium	✓
Full-Day Exposure to Members & Attendees	✓	✓	✓
Non-Member Conference Registrations	3	2	1
Post-Conference Attendee List	✓	✓	✓
Opportunity for Emails Sent to Conference Registrants	2	1	
Ad in SHRM St. Louis Pre-Conference Eblast	✓	✓	
Recognition on Conference Website	✓	✓	✓
Total Investment	\$8,500	\$6,000	\$3,000

Annual Leadership Conference Sponsorships

The SHRM St. Louis Annual Leadership Conference attracts approximately 400 HR professionals and business leaders each year.

Sponsors and exhibitors have the opportunity to:

- Showcase products and services
- Build relationships with HR decision-makers
- Increase brand visibility
- Position themselves as trusted industry partners

Conference Exhibit Booth – \$2,500

- 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 the post-conference attendee list
- Recognition on conference website

Conference Bag Insert – \$500

Insert a one-page flyer 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!

Monthly Meeting Sponsorship ~

\$750 Members/\$1,000 Non-Members

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

Business Partner Directory Listing ~ \$250

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

Weekly Newsletter Advertising

Horizontal Banner Ad

- \$200 per issue – Members
- \$300 per issue – Non-Members

Dedicated Eblast ~ \$500 Members/\$750 Non-Members

You provide the email content and SHRM St. Louis will distribute it via a dedicated eblast directly to our community of over 3,000 subscribers.

SHRM St. Louis sends only one dedicated eblast per month so availability is limited. Space is reserved on a first-come, first-serve basis. Content is subject to approval.

Website Advertising

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

