



# Business Partner Opportunities

*July 2020 - June 2021*

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## *Who we are*

With over 600 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 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. Business Partners can be featured in our newsletter, or at a single meeting, or join us at every one of our events.

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](mailto:info@shrmstl.org).

# Annual Partner Opportunities

Exclusive Premier Partner | *One Available*

\$3,500

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
Send one email per year to all members through our membership platform. <sup>1</sup>	\$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.	\$400
Business Partner insight 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)
Listing in our annual conference's Virtual Sponsor Center, and a banner displayed on every page of our conference web app. <i>The 2020 Annual Conference typically has 600+ attendees, and will be held virtually this year.</i>	<i>Priceless</i>
Speak at our "HR Innovation" virtual discussions on topics related to your field. Speakers talk for 3-5 minutes on a particular topic related to the HR profession. <b><i>This is a fantastic way for our members to get to know our business partners!</i></b>	<i>Priceless</i>
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 Exclusive 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>
<b><i>Speaking Opportunity!</i></b> <sup>2</sup> Present one webinar on an HR-related topic.	<i>Priceless</i>
<b><i>Speaking Opportunity!</i></b> Speak at a monthly meeting <b><i>and</i></b> our annual conference.	<i>Priceless</i>
First opportunity for future Premier Partnership.	<i>Priceless</i>

<sup>1</sup> The content and timing 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.

<sup>2</sup> 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 | Four Available

\$2,000

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.	\$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)
Listing in our annual conference's Virtual Sponsor Center, and a banner displayed on every page of our conference web app. <i>The 2020 Annual Conference typically has 600+ attendees, and will be held virtually this year.</i>	<i>Priceless</i>
Speak at our "HR Innovation" virtual discussions on topics related to your field. Speakers talk for 3-5 minutes on a particular topic related to the HR profession. <b><i>This is a fantastic way for our members to get to know our business partners!</i></b>	<i>Priceless</i>
An article about your business on a special section the website for the Exclusive Premier Partner and Key Partners.	<i>Priceless</i>
<b><i>Speaking Opportunity!</i></b> Present one webinar on an HR-related topic.	<i>Priceless</i>
<b><i>Speaking Opportunity!</i></b> Speak at a monthly meeting or our annual conference.	<i>Priceless</i>
First opportunity for future sponsorships.	<i>Priceless</i>

## Exclusive Webinar Partner | One Available

\$2,500

Benefit	Value
All benefits of a Key Partner.	<i>See above.</i>
Advertise your organization before every monthly non-sponsored webinar, and obtain the list of those attended those webinars.	Priceless

## Supporting Partner

\$500 Members<sup>3</sup>/\$700 Non-Members

Benefit	Value
One newsletter 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 2020 Annual Conference typically has 600+ attendees, and will be held virtually this year.</i>	Priceless
Speak at our "HR Innovation" virtual discussions on topics related to your field. Speakers talk for 3-5 minutes on a particular topic related to the HR profession. <b><i>This is a fantastic way for our members to get to know our business partners!</i></b>	Priceless

*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	Value
Send an email to all members through our membership platform <sup>4</sup> .	\$1,500
Advertise one of your organization's events for 45 days on the home page of our website.	\$1,000
<b><i>Speaking Opportunity!</i></b> Present a sponsored webinar on the topic of your choice related to the HR profession, and publish an article in our newsletter advertising your webinar.	\$500
Recognition as a featured organization at one monthly meeting (including a table and 3 minutes to speak from the podium about your organization).	\$250
Business Partner Spotlight in one newsletter (i.e., a Q&A profile/interview with one of your members about your organization).	\$200
A newsletter advertisement about your organization's event.	\$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

<sup>3</sup> Non-profit member and non-members receive a \$100 discount off the price of these sponsorships.

<sup>4</sup> 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](mailto:info@shrmstl.org)  
[www.shrmstl.org](http://www.shrmstl.org)

**Sponsorship Opportunities:**

**Annual Partner Opportunities**

- Premier Partner – \$3,500 - **SOLD**
- Key Partner – \$2,000 - **SOLD**
- Webinar Partner – \$2,500 - **SOLD**
- Supporting Partner
  - \$500 Members
  - \$700 Non-Members

**A la Carte Opportunities**

- |  |            |
|--|------------|
| <input type="checkbox"/> Email to Members                          | \$1,500    |
| <input type="checkbox"/> Advertise Organization’s Event on website | \$1,000    |
| <input type="checkbox"/> Speaking Opportunity                      | \$500      |
| <input type="checkbox"/> Monthly Meeting Featured Organization     | \$500      |
| <input type="checkbox"/> BP Spotlight in Newsletter                | \$250      |
| <input type="checkbox"/> Newsletter Ad                             | \$200      |
| <input type="checkbox"/> BP Events Page Advertisement              | \$200      |
| <input type="checkbox"/> BP Directory Listing                      | \$100      |
| <input type="checkbox"/> BP Blurb in Newsletter                    | \$50/blurb |

**Please Type or Print Clearly**

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Contact

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Company

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Address

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City, State, Zip Code

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Phone & Fax

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Email

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Website

**Method of Payment**

- Check Enclosed  
 MasterCard    Visa    Discover    AmEx

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Credit Card Number

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Expiration Date

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Billing Zip Code

\_\_\_\_\_  
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.