

# *PenSHRM LEADS* 2020



**PENINSULA SHRM**  
INNOVATE. INSPIRE. LEAD.

## **SPONSORSHIP OPPORTUNITIES**

**Interested in sponsoring?**

**Contact Our Sponsors Chair at**  
[sponsorship.penshrm@gmail.com](mailto:sponsorship.penshrm@gmail.com)



#GrowWithus



# SPONSORSHIP SUMMARIES FOR 2020 MONTHLY PROGRAMS



## Strategic Sponsorship - \$1,250

***Out of Stock until 2021***

- Five-minute presentation on product/services for two PenSHRM luncheons. Table provided to display materials, collect business cards, and greet attendees before luncheons.
- Four complementary registrations (annually) for monthly chapter luncheons and discounted rate for additional registrations.
- Opportunity to distribute materials at all monthly chapter luncheons\*
- Recognition as Strategic Partner at all monthly chapter luncheons
- Brand Exposure in all Peninsula SHRM social media platforms and monthly e-mail blasts. Recognition as the “featured sponsor” on all social media platforms during presenting months of sponsorship.
- Brand Exposure in Partnership Slide-show (displayed for 30 to 45 minutes prior to our monthly program). Sponsor can submit up to three slides to be included in the rotating slide show.
- Opportunity to post one monthly article to be shared on Peninsula SHRM social media platforms\*\*
- Opportunity to post HR-Related events on Peninsula SHRM’s website calendar. Includes announcement of upcoming event on Peninsula SHRM’s social media sites.

## Essential Sponsorship - \$400

***Available meetings to sponsor: April, June, November***

- Three-minute presentation on product/services for one PenSHRM chapter luncheon. Table available to display materials, collect business cards, and greet attendees before luncheons.
- Two complementary registrations (annually) for monthly chapter luncheons and discounted rate for additional registrations.
- Opportunity to distribute materials at any monthly chapter luncheons\*
- Recognition as Strategic Partner at all monthly chapter luncheons
- Brand Exposure in all Peninsula SHRM social media platforms and monthly e-mail blasts. Recognition as the “featured sponsor” on all social media platforms during presenting months of sponsorship.
- Brand Exposure in Partnership Slide-show (displayed for 30 to 45 minutes prior to our monthly program). Sponsor can submit one slide to be included in the rotating slide show.
- Opportunity to post one monthly article to be shared on Peninsula SHRM social media platforms\*\*
- Opportunity to post HR-Related events on Peninsula SHRM’s website calendar. Includes announcement of upcoming event on Peninsula SHRM’s social media sites.

\*Sponsor materials may be distributed unless there is a product/service conflict with the presenting Sponsor

\*\*Articles may include sponsored content and are also subject to approval by Peninsula SHRM President

# SPONSORSHIP SUMMARIES FOR 2020 DIGITAL COMMUNICATIONS



## Eblast Announcement - \$75

- Includes one electronic announcement to be emailed to PenSHRM mailing list and posted to PenSHRM social media platforms
- Announcement design and content is the responsibility of the sponsor and is subject to approval from Chapter President prior to being disbursed.

## Eblast Campaign - \$260

- Includes four electronic announcements to be emailed to PenSHRM mailing list. No more than one announcements per week.
- Includes two social media platform announcements (scheduled biweekly during campaign).
- Announcement designs and content is the responsibility of the sponsor and is subject to approval from Chapter President prior to being disbursed.

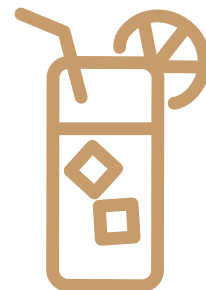


# SPONSORSHIP SUMMARY FOR 2020 ANNUAL CHAPTER SOCIAL



## ANNUAL SOCIAL SPONSOR - \$1,500

### STILL AVAILABLE



- Five-minute presentation on product/services for
- Annual PenSHRM Chapter Social. Table available to display materials and collect business cards.
- Six comped registrations to Social to invite peers clients, prospects, etc.
- Opportunity to distribute materials at any monthly chapter luncheons\*
- Recognition as Annual Social Sponsor at all monthly chapter luncheons
- Recognition as the “featured sponsor” on all social media platforms during month of Annual Social
- Brand Exposure in Partnership Slide-Show (displayed for 30 to 45 minutes prior to our monthly program). Sponsor can submit up to three slides to be included in the rotating slide show.
- Opportunity to post monthly article to be shared on Peninsula SHRM social media platforms\*\*
- Opportunity to post HR-Related events on Peninsula SHRM’s website calendar. Includes announcement of upcoming event on Peninsula SHRM’s social media sites.

