

Sponsorship Pricing:

<u>Website Advertisement</u>	<u>Cost</u>	<u>Available Spots</u>
Home Page Banner	\$500/3 months	Available
	\$750/6 months	Available
	\$1,000/12 months	Available
<u>Meeting Sponsorship</u>	<u>Cost</u>	<u>Available Spots</u>
Meeting Premier Sponsor— New! These are industry-exclusive sponsorships	\$1,000	10 dates
Meeting Sponsor These are non-exclusive sponsorships	\$500	10 dates
Professional Development Seminars	\$250	4
New Member Breakfast/Receptions	\$250	2
<u>HR People of the Year Awards</u>	<u>Cost</u>	<u>Available Spots</u>
HR People of the Year - Silver	\$1,500	3
HR People of the Year - Gold	\$2,500	3
HR People of the Year - Platinum	\$3,500	6

Save The Dates for our 2011 Programs to Sponsor:

<u>Date</u>	<u>Event</u>	<u>Subject</u>
Jan 11	Lunch	Book Club (author presentation): One Page Talent Management: Eliminating Complexity, Adding Value
TBD	Breakfast	Healthcare Reform – Update
Feb 8	Dinner	Benchmarking HR Best Practices
Mar 8	Lunch	The Future of Recruiting/Assessments for Hiring
Apr 12	Dinner	HR Vendor Exhibitions With Speaker: Non-Verbal Communication - The Hidden Message
May 10	Dinner	The Future of Work- How is it Changing?
Jun 14	Lunch	Book Club: (author presentation): Mojo or What Got You Here...
Jul 12	Dinner	Summer Networking Event
Sept 13	Dinner	Compensation Update
Oct (date TBD)	Dinner	Human Resource People of the Year Awards Dinner
Nov 8	Lunch	Diversity: Beyond the Requirements
Dec (date TBD)	Dinner	Holiday Party/Networking Event

Dates/subjects are subject to some change, check website calendar for most current information.

Obtaining Sponsorships is easy, please contact:

Sandra Eber, 203-249-2586/lighthouse226@hotmail.com
 Gloria Zweibel, SPHR 203-219-1247/gzweibel@aol.com
 Dave Coughlin, 203-854-3438/dcoughlin@piersonandsmith.com
 Art Randolph, 203-275-6145/arandolph@connecticutmediagroup.com
 Stan Friedman (for HR People of the Year), 203-322-2910/
 stanf@optonline.net



Sponsorship Opportunities Guide 2011

Reach a broad audience of Human Resource Professionals in Southwestern Connecticut through:

- Monthly Meetings
- Professional Development Seminars
- New Member Breakfasts
- Special Events
- Web Site Banner Advertising
- Networking Events
- And more....

Sponsorship Opportunities...

Southern Connecticut SHRM offers exclusive sponsorship opportunities and exposure to over 1,000 businesses of all sizes across Fairfield County.

Our award winning chapter presents major monthly meetings with high profile speakers with record setting attendance events providing your company with networking, branding and exposure opportunities.

Your sponsorship delivers continual exposure to the 470+ members of the Southern Connecticut Chapter of SHRM. With over 5,000 unique visitors per month, the Southern Connecticut SHRM website provides you tremendous exposure to the Human Resources Community.

- **New!** Home Page Web Banner with link to your site for just \$83.33 per month with 12-month agreement.
- **New!** Professional Development Seminar Sponsorships for \$250!!

Sponsorship opportunities are available for all events including the prestigious *HR People of the Year Awards Dinner in October!*



Here are the details included in our meeting sponsorships:

- Your logo/recognition on our website: www.soctshrm.org (e.g. this event is made possible by <YOUR NAME>) where the event is promoted (website event page).
- Sponsor Ad on the event flyers featuring your logo and brand (handed out at previous month's event and mailed to all members).
- Advertisement in local media (newspaper exposure up to 500,000 readers and potentially radio with certain events). This includes your logo as Sponsor with details on the meeting.
- Sponsor's Handouts/Literature at each seat and/or a table place setting prior to the start of the event.
- Sponsor's Exhibit Table in the actual meeting room to meet & greet guests. You will be given two complimentary passes to the meeting.
- Introduction and mention of thanks by Chapter President/Event Host for your sponsorship supporting the Chapter.
- Your delivery of brief (30 second) highlight on your company and its services at the event.
- Three email blasts scheduled in each of the three weeks prior to the event, which will be sent to our membership and our mailing lists (over 1,000 total local HR contacts) and will include your logo and sponsorship reference.
- **Premier Level Sponsorship** (Platinum, Silver and Gold) for the *HR People of the Year Awards Dinner* include all of the above plus additional benefits and recognition. See HR People of the Year Award highlights at soctshrm.org.