



## SPONSORSHIP LEVELS

**Volusia / Flagler SHRM** has several sponsorship levels available, providing business partners with a choice of exposure in exchange for a financial commitment. Our local Society for Human Resources (SHRM) chapter represents over 120 HR and business professionals in the Volusia/Flagler area. We conduct monthly meetings, each with expert presenters who speak about subjects topical to our profession and the business world in general. Participating as a sponsor – either through an annual commitment to the Chapter, for a specific Chapter Program, or for a Special Event – offers the opportunity for exposure to your target market(s), as many of our members serve as THE decision makers in their organization, thereby representing potential clients for you!

Being a Business Partner to our chapter can provide your organization with:

- Maximum exposure at events devoted to those involved in the Human Resources industry.
- An opportunity to build and reinforce strategic relationships within the Human Resources industry.
- Time to network with industry colleagues and key decision makers.
- A cost-effective way to reinforce your organization's brand and build brand awareness amongst a relevant audience.
- Access to a broad network of industry partners from government departments and the private sector.
- Time to present latest innovations and new products or services to a pertinent audience, and showcase your expertise and capabilities.
- Increased marketing opportunities including visibility on the website, social media and associated marketing outlets.

**For more information regarding the corporate sponsorship program, please contact Mercedes Mahaffey @ 386.569.4112 or [daytonashrm@gmail.com](mailto:daytonashrm@gmail.com).**

## Annual Sponsorships

### **Lifetime Partner \$2,000 (Currently held by Brown & Brown)**

Recognition and honor bestowed to those companies who have partnered with us as a Platinum Sponsors for more than 10 years. Your organization will get all the perks of being a Platinum Sponsor, top exposure on our website, printed material and announcements. We are happy to share your important news on a monthly basis and forward your blog information. This level also includes premier table positioning at events.

### **Platinum Sponsor \$1,750 (Annual)**

- Company logo and contact information with up to 50 word ad on chapter website for one year from the date of the contract
- Opportunity to use our Social Media outlets as an additional marketing channel to promote business— up to 10 posts per year.
- Company logo in chapter marketing materials (monthly meeting notices and through social media) for one year. Newsletter currently goes out to over 900 subscribers.
- One 5 – 7 minute company spotlight presentation at a sponsored monthly chapter meeting, *(at mutually agreed upon date; to be scheduled 30 days in advance of meeting)*. During this meeting, table flyers/promotional materials may be distributed. Also, table exhibit near registration.
- This sponsorship ensures you stand out as the **EXCLUSIVE** representative from your industry, with the exception of Lifetime Partner Sponsors and Exclusive Event Sponsors.
- Booth /Sponsor table provided for expo display to exhibit during conferences
- 2 sponsor guest admissions to one half-day conference per year

### **Gold Sponsor \$1,300 (Annual)**

- Company logo and contact information with up to 50-word ad on chapter website for one year from the date of the contract
- Opportunity to use our Social Media outlets as an additional marketing channel to promote business— up to 5 posts per year
- Company logo in chapter marketing materials (monthly meeting notices and through social media) for one year. Email blast currently goes out to over 900 subscribers. – *does not include Conference, Special Event, or Networking Event marketing*
- One 5 – 7 minute company spotlight presentation at a sponsored monthly chapter meeting, *(at mutually agreed upon date; to be scheduled 30 days in advance of meeting)*. During this meeting, table flyers/promotional materials may be distributed. Also, table exhibit near registration will be provided.

## Event Sponsorships

### **Event Options:**

- Half-Day Conference (Retention Workshop, Leadership Program, Legal Updates, etc.)
- Annual Membership Appreciation & Board Installation Event (*held in December*)
- Other Ad hoc Special Event

**Exclusive Event Sponsor - \$4,000 (Guaranteed Exclusivity as Solo Sponsor) –**  
*Same perks as Premium Event Sponsor + 4 tickets to event*

**Premium Event Sponsor - \$2,000 (No Guarantee of Exclusivity as Solo Sponsor) –**  
*2 tickets to event*

- Company logo and / or marketing space in chapter marketing materials specific to the event (including e-mail blasts, flyers, brochures, social media, etc.) from date of contract execution through event date
- 5-7 minutes speaking opportunity to address audience
- Opportunity to host mini expo display at event & network with members/attendees
- Opportunity to promote business through social media during week of event

**Silver Sponsor - \$1000 (Conference Sponsor – Not Exclusive)**

- Table flyers/promotional materials may be distributed at one conference
- Table provided for mini business expo display to exhibit during conference

## Unique Sponsorships

**Bronze Sponsor - \$1000 (Networking Socials)**

- Company logo and / or marketing space in chapter marketing materials specific to the social networking event (including email blasts, flyers, brochures, social media, etc.) from date of contract execution through event date
- Opportunity to host mini expo display at event & network with members/attendees
- Opportunity to promote business through social media during week of event (1 post per social media channel)

**Copper Sponsor - \$400 (Quarterly Raffle Sponsorship)**

Donation of goods to benefit the SHRM Foundation. This level is for those interested in donating a designer purse, weekend hotel stay, a spa certificate, or other luxury item(s) for a quarterly raffle.

**Iron Sponsor - \$350 (One-Time Email Blast)**

Volusia/Flagler SHRM will send out an email blast promoting your company, event, or conference to its membership/contact list on your behalf. Topic must be HR-related and not stand in direct conflict with any of VF SHRM's activities.