



SPONSORSHIP

About SHRM Columbus-Area Chapter

SHRM Columbus-Area is an affiliate of the Society for Human Resource Management. For professionals new to the HR field, as well as those with many years of experience, we are a local starting point for networking, information, professional development and continued support of excellence in Human Resources.

SHRM Columbus-Area's 230+ members include HR professionals representing 100+ large and small organizations in the Columbus and surrounding area, ranging in experience from entry to executive level, and varying in practice from specialist to generalist roles.

Sponsorship Partners

Allow us to collaborate and provide an opportunity which will help your organization meet your marketing, sponsorship, and corporate social responsibility goals. Please contact Carla Martin, Chair of Public Relations at Carla.w.martin@gmail.com, or Ron Cooper, Vice Chair of Public Relations at rcooper@burgerk.com for more information.

Sponsorship Opportunities

SHRM Columbus – Area Monthly Chapter Luncheon.....\$500
One (1) sponsor per monthly luncheon

Engagement Type(s): Direct Audience Engagement, Speaking Opportunity, Multi-faceted Brand/Logo Recognition

Marketed to: SHRM Columbus- Area Current and Future Members (230+ Professionals)

Attendees: 90-150

Exposure: One month pre-event

Frequency: Monthly: *January – May; July- September*

Highlight your company's products and services. Chapter Meetings are held monthly for all current and future members and includes dedicated time for a networking, seated lunch, featured presentation, and key SHRM Columbus-Area updates on the direction of the chapter.

Benefits of the Monthly Chapter Luncheon Sponsorship package include:

- Sole sponsorship for the luncheon
- 6' table with two with chair(s) in premium reserved location
- Company logo on the SHRM Columbus-Area website for luncheon
- Company logo on Chapter Meeting dedicated promotional emails to the SHRM Columbus-Area community (230+ recipients)
- Company logo on Chapter's social media site
- Company logo on Chapter's meeting agenda for luncheon
- Five minutes on the agenda to talk about your organization
- Recognition in PowerPoint (Large company logo) that plays throughout luncheon
- Opportunity to place literature or logo item at each attendee's seat
- Two (2) lunches for sponsor representatives
- Opportunity to collect business cards and host a prize drawing at the event

SHRM Columbus-Area Annual HR Symposium.....\$150
Twenty (20) sponsors per symposium

Engagement Type(s): Direct Audience Engagement, Multi-faceted Brand/Logo Recognition

Marketed to: SHRM Columbus- Area Current and Future Members (230+ Professionals)

Attendees: 100-150+

Exposure: *Up to two months pre-event*

Frequency: October

SHRM Columbus-Area Annual HR Symposium is a half-day educational event held in October of each year. The Symposium draws attendees from throughout the greater Columbus area and features several different breakout sessions, in addition to the general session. HR professionals earn credits towards both HRCI and SHRM certification, as well as learn about the latest and greatest HR products and services through our sponsors. Sponsors enjoy interacting with HR professionals throughout the half-day event, with breaks built into the schedule and incentives to visit each sponsor.

Benefits of the Annual HR Symposium Sponsorship package include:

- 6' table with two with chair(s)
- Company logo on the SHRM Columbus-Area website for symposium
- Company logo on Annual Symposium dedicated promotional emails to the SHRM Columbus-Area community (230+ recipients)
- Company logo on Chapter's social media site
- Company logo on Chapter's meeting agenda for symposium
- Recognition in PowerPoint (Large company logo) that plays throughout symposium
- Two (2) lunches for sponsor representatives
- Opportunity to collect business cards and host a prize drawing at the event