



1/1/2024

Sponsorship Pricing

SHRM of Greater Kansas City



Tom Bachmann & Lindsey Eaton
SPONSORSHIP CO-DIRECTORS

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Business Partner Tiers

\$5,000 – Diamond Business Partner

Recognition as Official Business Partner of SHRM-KC

- Recognition from the Chapter President or presiding board member at all major events for one calendar year. Events include monthly membership meetings, social events, and non-sponsored webinars. Includes special recognition at SHRM-KC Annual Conference.
- Company name/logo, link to company website, and company description listed in Business Partner section of the SHRM-KC website.
- Company name/logo and link to company website in monthly newsletter sent to all SHRM-KC members.

Annual Conference

- Basic Exhibitor space during SHRM-KC Annual Conference (may be held virtual, in-person or hybrid). Exhibitor space includes 6' draped table and chairs (if applicable) and attendance for two (2) company representatives; must be the same individuals throughout the day. Additional attendees may attend at a reduced rate.
- Opportunity to submit speaker/session idea for SHRM-KC Annual Conference.
- Special Recognition at SHRM-KC Annual Conference.

Monthly Membership Program Sponsor

- Featured organization at one (1) monthly program (may be held virtual, in-person or hybrid). Includes 3-5 minutes of podium time, display table, two (2) company representatives, and opportunity to host a door prize drawing. Additional representatives are required to pay member registration rates.

Communications

- Two (2) e-blasts included per year to all SHRM-KC members through our membership platform to promote company events, products, etc. that align with SHRM-KC's Mission and do not conflict with programming.
- Opportunity to submit six (6) articles for SHRM-KC monthly newsletter. These may include HR seminars, products, general education, etc. Content must align with SHRM-KC mission, be relevant to our members, and must not compete with SHRM-KC programming or events.

Programs and Events Attendance

- Opportunity to attend all SHRM-KC events at the member rate.

\$2,500 – Ruby Business Partner

Recognition as Official Business Partner of SHRM-KC

- Recognition from the Chapter President or presiding board member at all major events for one calendar year. Events include monthly membership meetings, social events, and non-sponsored webinars. Does not include special recognition at SHRM-KC Annual Conference.
- Company name/logo, link to company website, and company description listed in Business Partner section of the SHRM-KC website.
- Company name/logo and link to company website in monthly newsletter sent to all SHRM-KC members.

Annual Conference

- Opportunity to submit speaker/session idea for SHRM-KC Annual Conference.

Communications

- One (1) e-blast included per year to all SHRM-KC members through our membership platform to promote events, products, etc. that align with SHRM-KC's Mission and do not conflict with programming.
- Opportunity to submit four (4) articles for SHRM-KC monthly newsletter. These may include HR seminars, products, general education, etc. Content must align with SHRM-KC mission, be relevant to our members, and must not compete with SHRM-KC programming or events.

Programs and Events Attendance

- Opportunity to attend all SHRM-KC events at the member rate.

\$1,000 – Silver Business Partner

Recognition as Official Business Partner of SHRM-KC

- Recognition from the Chapter President or presiding board member at all major events for one calendar year. Events include monthly membership meetings, social events, and non-sponsored webinars. Does not include special recognition at SHRM-KC Annual Conference.
- Company name/logo, link to company website, and company description listed in Business Partner section of the SHRM-KC website.
- Company name/logo and link to company website in monthly newsletter sent to all SHRM-KC members.

Communications

- Opportunity to submit two (2) articles for SHRM-KC monthly newsletter. These may include HR seminars, products, general education, etc. Content must align with SHRM-KC mission, be relevant to our members, and must not compete with SHRM-KC programming or events.

Programs and Events Attendance

- Opportunity to attend all SHRM-KC events at the member rate.

Programming and Event Sponsorship

\$2,500 – Legal Webinar Sponsor

- Opportunity to sponsor six (6) employment law webinars for SHRM-KC Members throughout the year.
- Company name, logo, and link to company website displayed on the SHRM-KC website where members will register for the event.

\$750 – Membership Program Sponsor

- SHRM-KC hosts monthly chapter meetings and an educational program in Downtown Kansas City. Sponsorship is an excellent way in which to market your organization and its services. The chapter offers the opportunity to network with members prior to the start of our chapter meeting and after the program; this is a great time for you to introduce yourself and your services to some of our members on a one-on-one basis.
- As a featured organization at one of our monthly meetings, you will be introduction to meeting attendees by the Chapter President or presiding board member, receive 3-5 minutes of podium time speak about your organization before the program, and can offer a business card drawing for prizes. If desired, distribution of marketing information and small promotional gifts can place in each attendee chair.
- Includes 6' draped table and chairs and attendance for two (2) booth staff.
- Company name, logo, and link to company website displayed on the SHRM-KC website where members will register for the event.

\$500 – Webinar Sponsor

- Virtual introduction to the webinar attendees by the Chapter President or Board Member
- Includes 3-5 minute screen time to present information to attendees about your company and opportunity to offer a business card drawing for prizes.
- Distribution of marketing information can be provided to webinar attendees.
- Company name, logo, and link to company website displayed on the SHRM-KC website where members will register for the event.

\$500 – Social Event Sponsor

- These "after hour" networking events provide an opportunity for members and non-members to make in-person connections with practicing HR professionals, members, and guests in a relaxing and casual environment. Typically hosted at popular dining, entertainment, and sporting venues throughout the Kansas City area, events are preceded by a brief welcome by a SHRM-KC Board Member and attended by 25-50 members.
- Includes 2-3 minutes podium time during the event to share company information, opportunity to host a door-prize drawing, and share marketing materials with attendees.
- Company name, logo, and link to company website displayed on the SHRM-KC website where members will register for the event.

Promotional Communications

\$500 – Email or Newsletter Share

- SHRM-KC will send a broadcast email to all SHRM-KC members on your behalf with your desired communication message. May be included in monthly newsletter or stand-alone communication.
- Content must align with SHRM-KC mission and vision, be relevant to our members, and not compete with SHRM-KC programming or events.

Annual Conference & Expo

- The 2024 Annual Conference and Expo will be hosted on Thursday, November 7, 2024 at Grand Street Café. Pricing for conference attendees, exhibitors, and sponsors will be announced in March 2024.

Disclaimer

- The Board of Directors for the SHRM of Greater Kanas City reserves the right to make changes to advertised sponsorship pricing and included benefits at any time. Invoiced sponsorship pricing and benefits will be honored.
- For current information, please contact Lori McCombs, Executive Director for SHRM-KC, at lori@mahergroupllc.com.