

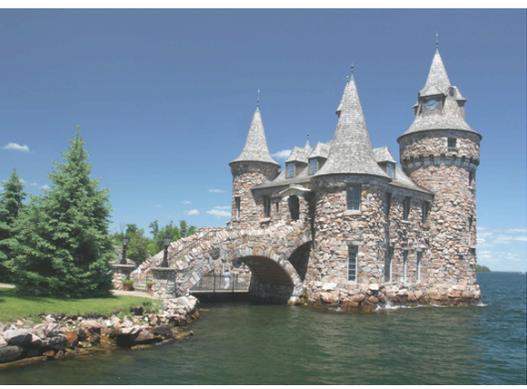


SHRM[®]



New York State

Annual Sponsor Guide



ANNUAL SPONSOR GUIDE

SHRM New York State supports 15 chapters across the state with approximately 14,000 SHRM Members in New York State. We also have approximately 1,700 LinkedIn connections, an electronic newsletter, and a robust email distribution list. Our annual state conference typically welcomes 500+ HR professionals from across New York State. And our Leadership Summit typically hosts 50 volunteer SHRM chapter leaders from across the state. Each sponsorship package is based on one full calendar year, with three levels: Diamond, Ruby, and Emerald. Please email info@shrmnys.org if you are interested in sponsoring!

DIAMOND LEVEL SPONSOR | \$12,000

Event Related Features

- **Leadership Summit (A la carte pricing: \$1000)**
 - Up to 3 event registrations.
 - One marketing booth (a 6 foot table with two chairs) at the event.
 - 3-5 minute speaking opportunity at the event.
 - Mention in marketing materials for event.
 - One post event email blast facilitated by SHRM New York State.
- **State Conference (A la carte pricing: \$8,000 before 7/15, \$9,000 after)**
 - Up to 4 event registrations.
 - One solutions center booth 16'x10' in a premium location.
 - 3-5 minute speaking opportunity at the event to introduce a keynote.
 - Opportunity to speak for one concurrent speaker session (1 hour).
 - Mention in marketing materials for event.
 - 2 pre and post event email blast facilitated by SHRM New York State.
 - Tote bag insert (sponsor provides).
 - Full page conference program ad.
 - Signage at event with company name and logo.
- **Educational Webinar (A la carte pricing: \$1000 per webinar)**
 - Opportunity to be a speaker for 3 virtual 1-hour webinars (HR related content) hosted by SHRM New York State.

Digital Related Features

- **State Newsletter**
 - One advertisement in four state newsletters.
- **Social Media* (A la carte pricing: \$300 each)**
 - One LinkedIn post per month (12 total) facilitated by SHRM New York State.
- **Website**
 - Logo and website link on SHRM New York State's website.
- **Email Distribution* (A la carte pricing: \$300 each)**
 - 4 email blasts facilitated by SHRM New York State.

Stand alone digital package (A la carte pricing: \$2,000)

*pending review/approval of the post by state director or designee.

RUBY LEVEL SPONSOR | \$10,000

Event Related Features

- **Leadership Summit (A la carte pricing: \$1000)**
 - Up to 2 event registrations.
 - One marketing booth (a 6 foot table with two chairs) at the event.
 - 3-5 minute speaking opportunity at the event.
 - Mention in marketing materials for event.
 - One post event email blast facilitated by SHRM New York State.
- **State Conference (A la carte pricing: \$7,000 before 7/15, \$8,000 after)**
 - Up to 4 event registrations.
 - One solutions center booth 16'x10' in a premium location.
 - 3-5 minute speaking opportunity at the event to introduce a keynote.
 - Mention in marketing materials for event.
 - 2 pre and post event email blast facilitated by SHRM New York State.
 - Tote bag insert (sponsor provides).
 - 1/2 page conference program ad.
 - Signage at event with company name and logo.
- **Educational Webinar (A la carte pricing: \$1000 per webinar)**
 - Opportunity to be a speaker for 2 virtual 1-hour webinars (HR related content) hosted by SHRM New York State.

Digital Related Features

- **State Newsletter**
 - One advertisement in two state newsletters.
- **Social Media* (A la carte pricing: \$300 each)**
 - 6 LinkedIn post facilitated by SHRM New York State.
- **Website**
 - Logo and website link on SHRM New York State's website.
- **Email Distribution* (A la carte pricing: \$300 each)**
 - 2 email blasts facilitated by SHRM New York State.

Stand alone digital package (A la carte pricing: \$1,000)

*pending review/approval of the post by state director or designee.

EMERALD LEVEL SPONSOR | \$8,000

Event Related Features

- **Leadership Summit (A la carte pricing: \$1000)**
 - One event registration.
 - One marketing booth (a 6 foot table with two chairs) at the event.
 - 3-5 minute speaking opportunity at the event.
 - Mention in marketing materials for event.
 - One post event email blast facilitated by SHRM New York State.
- **State Conference (A la carte pricing: \$6,000 before 7/15, \$7,500 after)**
 - Up to 4 event registrations.
 - One solutions center booth 16'x10' in a premium location.
 - 3-5 minute speaking opportunity at the event to introduce a keynote.
 - Mention in marketing materials for event.
 - 2 pre and post event email blast facilitated by SHRM New York State.
 - Tote bag insert (sponsor provides).
 - 1/2 page conference program ad.
 - Signage at event with company name and logo.
- **Educational Webinar (A la carte pricing: \$1000 per webinar)**
 - Opportunity to be a speaker for one virtual 1-hour webinar (HR related content) hosted by SHRM New York State.

Digital Related Features

- **State Newsletter**
 - One advertisement in one state newsletter.
- **Social Media* (A la carte pricing: \$300 each)**
 - One LinkedIn post facilitated by SHRM New York State.
- **Website**
 - Logo and website link on SHRM New York State's website.
- **Email Distribution* (A la carte pricing: \$300 each)**
 - One email blast facilitated by SHRM New York State.

Stand alone digital package (A la carte pricing: \$750)

*pending review/approval of the post by state director or designee.