

2018 GMA SHRM Corporate Partnership and Human Capital Conference Sponsorship Application (page 1 of 3)

The Greater Madison Area Society for Human Resource Management (GMA SHRM) offers **Corporate Partner Program and Human Capital Conference Sponsorship** opportunities annually. Use this application to participate in this opportunity.

A separate "SHRM Advertising and Promotion Application" is available to apply for additional opportunities available through GMA SHRM throughout the year (first-come, first-served). Opportunities are explained at <http://www.gmashrm.org/marketing>

Please provide the following information whether applying for Corporate Partnership Program.

Company Name: _____
Contact Name: _____
Street Address: _____
City/State/Zip: _____
Phone Number: _____
E-Mail: _____
Date of Application: _____

Application, Ad artwork, and Payment must be received by the December 11th 2017 deadline for inclusion in these opportunities. Please indicate your preference for payment:

- Check payable to GMA SHRM is enclosed.
- Invoice me (payment due within 30 days AND prior to deadline).
- Use credit card information for payment:

Name on Card (Print): _____
Credit Card Number: _____
CSC#: ____ Expiration Date _____

Authorized Signature: _____

Submit completed form, payment and ad artwork to:

GMA SHRM
2820 Walton Commons Suite 103
Madison, WI 53718
phone: (608) 204-9814
Fax: (608) 268-8636
Chapteradmin@gmashrm.org

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CORPORATE PARTNER PROGRAM- Deadline December 11th 2017

Corporate Partnership at the Gold, Silver or Bronze levels gives you access to a coordinated menu of opportunities to make you more visible to our members. Review partner benefits in greater detail at <http://www.gmashrm.org/GMASHRMCorporatePartnership>

___ Gold Partner (\$2,500)

Please fill out the following regarding benefits use:

- Contact Name: _____
- Free Membership Recipient: _____
- Select Three Months for Newsletter Ad: _____
- Preferred month for Professional Development Summit Session Sponsorship. (Summit schedule and tentative topics are listed below): _____
- Select month for 3 Facebook Posts on GMA SHRM Facebook Page: _____
- Recipient of Free Attendance at May Human Capital Conference: _____

___ Silver Partner (\$1,500)

Please fill out the following regarding benefits use:

- Contact Name: _____
- Free Membership Recipient: _____
- Select Two Months for Newsletter Ad: _____
- Select Two Professional Development Summits to use Tabletop Display (Summit schedule and tentative topics are listed below): _____

___ Bronze Partner (\$750):

Please fill out the following regarding benefits use:

- Contact Name: _____
- Free Membership Recipient: _____
- Select Month for Newsletter Ad: _____
- Select One Professional Development Summit to use Tabletop Display (Summit schedule and tentative topics are listed below): _____

2018 Professional Development Summit Schedule and Tentative Topics

- ***January 16, 2018: Recruiting in a Competitive Environment***
- ***March 20, 2018: Retention, Engagement, and Morale: What's New?***
 - ***August 14, 2018: 1) Advanced Topics for HR Professionals;
2) Selling the Value of HR to Your Organization's Leaders***
- ***September 18, 2018: 1) Assistance for Employees Facing Personal Strive;
2) Accessing Existing Community Resources***
 - ***November 13, 2018: Legal and Government Affairs***

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Human Capital Conference Sponsorship Opportunities

2018 will mark the 13th Year of our Annual Human Capital Conference! The conference is scheduled for Tuesday, May 15, 2018. Sponsorship of the conference provides you with the opportunity to highlight your company to over 200 Human Resources Professionals from the Madison area.

This year we have two different levels of sponsorship, Business Sponsor and Premier Sponsor. Spaces are limited and will be provided on a first come basis.

Business Sponsor (Limit of Seven) - \$2000

Includes:

- Logo on Conference Webpage
- Program Recognition
- Video Screen Thank You
- Verbal Recognition at Conference
- Vendor Booth Space
- Attendance for Two at Conference

Premier Sponsor (Limit of Three) - \$3000

Includes:

- Logo on Marketing Materials*
- Logo on Conference Webpage
- Logo on eBlasts Promoting Conference Registration*
- Program Recognition
- Video Screen Thank You
- Verbal Recognition at Conference
- Vendor Booth Space
- Attendance for Three at Conference

* Commitment must be received by January 31st to guarantee placement on these promotions.