



GMA SHRM Corporate Partnership & Human Capital Conference Sponsor Application

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

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

Company Name: _____

Company Contact Name: _____

Marketing Contact Name & Email (if different than company contact): _____

Address: _____

City/State/Zip: _____

Phone Number: _____

E-Mail: _____

CHECK BOX NEXT TO DESIRED PARTNER/SPONSOR LEVEL.

Corporate Partnership Level*:

Platinum (\$5,500 - limit of 8) Gold (\$3,000) Silver(\$2,000) Bronze (\$1,250)

Human Capital Conference Sponsorship Level*:

*Premier Sponsor (\$3,000)** *Business Sponsor (\$2,000)**

*HCC sponsorships are limited and reserved for Platinum Partners until January 1. Any remaining sponsor opportunities will be available on a first come first serve basis.

Payment Details:

- An electronic invoice will be sent by email and is due within 30 days of receipt (invoice will not be mailed).
- Payment can be made by credit card or check. Secure transaction link and mail remittance information will appear on invoice
- Please send the Corporate Partner invoice to this name and email address (if contact is listed above, just provide name): _____

Submit completed form by email to your Corporate Partner liaison and to ChapterAdmin@gmashrm.org.

After payment and application are received a member of our Corporate Partner committee will reach out to schedule your benefits for the year and answer any questions!

GMA SHRM Corporate Partnership Program

Please contact the chapter office at chapteradmin@gmashrm.org for further information about our program or complete the attached application to secure your spot for the upcoming year.

A note about COVID: Due to the evolving COVID restrictions and regulations, the Corporate Partner Benefits have been adjusted to allow for virtual-only and live events. Please visit <https://www.gmashrm.org/PartnerBenefitsGuide> for our virtual event modifications.

BENEFIT CATEGORY	Bronze	Silver	Gold	Platinum
	\$1,250	\$2,000	\$3,000	\$5,500 (Limit 8)
Membership	(1) GMA-SHRM Chapter Membership	❖	❖	❖
	Personal login for GMA-SHRM's website	❖	❖	❖
Email, Social Media and General Online	(1) Partner e-news update (e-blast to full membership) Exclusive Platinum benefit!			❖
	E-newsletter ad	1 Ad	2 Ads	3 Ads
	Link from e-newsletter Listing		❖	❖
	List of partners on e-newsletter w/ logo displayed	❖	❖	❖
	Featured Facebook posts to GMA-SHRM's page	1 Post	2 Posts	3 Posts
	Logo displayed on GMA SHRM's home page			❖
	Link from website listing		❖	❖
	List of partners on chapter website w/ logo displayed	❖	❖	❖
	GMA-SHRM logo for partner's website	❖	❖	❖
	Professional Development Summit	Sponsorship of (1) PDS session		
VIP Guest Passes for PDS Events A \$70 value per voucher!		2 Passes	4 Passes	8 Passes
Logo on partnership banner		❖	❖	❖
Name badge recognition (when in attendance)		❖	❖	❖
Recognition of partners at PDS		❖	❖	❖
Tabletop display & networking at the PDS		1 Opportunity	2 Opportunities	4 Opportunities
May Human Capital Conference (HCC)	Sponsorship of the May HCC A \$2,000 Value!			❖
	Attendance to the May HCC		1 Attendee	2 Attendees
	Logo on partnership banner	❖	❖	❖
	Name badge recognition (when in attendance)	❖	❖	❖
	Recognition of partners at the May HCC	❖	❖	❖
	Tabletop display & networking at the May HCC	❖	❖	❖
Other Benefits	Access to mailing labels of SHRM membership	1 X per year	4 X per year	8 X per year
	Discount on available sponsorships of HCC, networking events & other advertising opportunities	15% discount	20% discount	25% discount

Prices and availability are subject to change. The Corporate Partnership Program renews every calendar year with active solicitation beginning in the fall. Please contact the chapter office at chapteradmin@gmashrm.org to express your interest in a corporate partnership. One of our volunteers will contact you to answer any questions and assist you.

Full benefit details for Corporate Partnership and Human Capital Conference sponsor are available at:
<https://www.gmashrm.org/GMASHRMCorporatePartnership>