



## 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](mailto: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](mailto: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<br>(Limit 8) |
| <b>Membership</b>   | (1) GMA-SHRM Chapter Membership  | ❖                              | ❖               | ❖                    |
|   | Personal login for GMA-SHRM's website  | ❖                              | ❖               | ❖                    |
| <b>Email, Social Media and General Online</b>                       | (1) Partner e-news update (e-blast to full membership)<br><b>Exclusive Platinum benefit!</b>   |                                |                 | ❖                    |
|   | 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  | ❖                              | ❖               | ❖                    |
|   | <b>Professional Development Summit</b>   | Sponsorship of (1) PDS session |                 |                      |
| VIP Guest Passes for PDS Events<br><b>A \$70 value per voucher!</b> |  | 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      |
| <b>May Human Capital Conference (HCC)</b>                           | Sponsorship of the May HCC <b>A \$2,000 Value!</b>   |                                |                 | ❖                    |
|   | 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   | ❖                              | ❖               | ❖                    |
| <b>Other Benefits</b>   | 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](mailto: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>