



## 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 10)     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 (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) <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 <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>