

THE SAVANNAH AREA CHAPTER OF SHRM

2019

Partnership Opportunities For Sponsors and Advertisers



About SHRM-Savannah

SHRM-Savannah, the premier HR community in the Coastal Empire and the Lowcountry, is dedicated to growing the skills and knowledge of HR professionals, developing business acumen and leadership capacity in our members, and leading in the development of best in class workforce and workplaces in the Coastal Georgia area. Building leaders is our business, one member at a time.

SHRM-Savannah's 200+ members include HR professionals and HR-related resource partners that represent more than 150 large and small organizations, range in experience from entry to executive level, and vary in practice from specialist to generalist roles.

To our Resource Partners:

SHRM-Savannah values and understands the key role that our resource partners play in enabling us to host relevant and compelling programming.

It is our goal to grow and strengthen these partnerships in 2019 and beyond, ensuring our members see great value in learning about the latest and most innovative HR products and services that our Resource Partners offer.

We are truly grateful for your continued support – without you, all that we do would not be possible.

Allow us to strategically collaborate and create customized packages which will help your organization meet your marketing, sponsorship, and corporate social responsibility goals for 2019.

Please contact Blanche Gnann, VP of Marketing, at begnann@dixieply.com for more information.

Why Partner with SHRM-Savannah?

Organizations partner with SHRM-Savannah for many ways, include the following:

- ✓ **Gain brand exposure** in the Savannah market
- ✓ **Grow your sales pipeline** and/or
- ✓ **Give back** to the HR profession

When you become a SHRM-Savannah Resource Partner, you are seen as a trusted resource to our 200+ members and the Savannah HR community. There are many ways to partner with SHRM- Savannah to accomplish your business goals.

Partnership Opportunities

Take your marketing to the next level! Our membership is made up of the best kind of people. We have learned that the best way to grow **your** brand’s recognition among the Savannah HR community is through creating constant touch points and high visibility for your products and services. In taking a strategic approach, we can plan ahead for 2019 and offer multiple touch points with our members and showcase your brand as a strategic resource to our members.

What’s great about partnering with SHRM-Savannah?

- ✓ **Increased Recognition** – as a strategic partner, you are seen as a trusted SHRM-Savannah Resource Partner.
- ✓ **Ease of Planning** – preparing the year ahead allows more time for you to focus on other things in your business.
- ✓ **Flexibility & Scalability** – we work with your budget! We will discuss your business goals, your budget/spend and how SHRM-Savannah can help.

Premiere Level Partnership Package..... **\$1,200.00**

This top tier sponsorship package allows for key exposure. Our premiere strategic partners see the largest amount of exposure to our chapter membership throughout the year.

Premiere Level Partnership	
Benefit	Included
10 Minute Presentation at Chapter Meeting	✓
Company Profile in eBlast Announcement (3-4 per Event)	✓
Distribution of Promotional Material	✓
Display Table	✓
Business Cards of Attendees (must offer door prize)	✓
Two (2) Registrations/Meals for Company Representatives	✓
Display your Company Banner	✓
Spotlight in Things You Should Know (TYSK) Monthly eNewsletter	✓
Company Logo on Printed/Electronic Materials	✓
Company Logo on SHRM Savannah Website Event Page	✓
Company Logo and Profile on SHRM Savannah Website Premiere Partner Page (Entire Year)	✓
Company Tagged on SHRM Savannah Social Media Pages	✓
HR Vendor Directory Business Card Ad (Entire Year)	✓
Sponsor Content eBlast to Membership (1 per Year)	✓
First Opportunity to Sponsor Special Events (Chapter Orientation, Summer Social, Local Conference)*	✓

**Additional costs for sponsorship of these events*

Platinum Level Partnership Package \$900.00

This exceptional Platinum level package allows our strategic partners to gain a tremendous amount of visibility while achieving marketing goals.

Platinum Level Partnership	
Benefit	Included
10 Minute Presentation at Chapter Meeting	✓
Company Profile in eBlast Announcement (3-4 per Event)	✓
Distribution of Promotional Material	✓
Display Table	✓
Business Cards of Attendees (must offer door prize)	✓
Two (2) Registrations/Meals for Company Representatives	✓
Display your Company Banner	✓
Spotlight in Things You Should Know (TYSK) Monthly eNewsletter	✓
Company Logo on Printed/Electronic Materials	✓
Company Logo on SHRM Savannah Website Event Page	✓

Gold Level Partnership Package \$600.00

As a gold level partner, you will see the vast benefits of being a SHRM-Savannah strategic partner.

Gold Level Partnership	
Benefit	Included
10 Minute Presentation at Chapter Meeting	✓
Company Profile in eBlast Announcement (3-4 per Event)	✓
Distribution of Promotional Material	✓
Display Table	✓
Business Cards of Attendees (must offer door prize)	✓
Two (2) Registrations/Meals for Company Representatives	✓

Non-Profit Strategic Level Packages are always available!

You should contact Blanche Eden-Gnann to discuss your budget and we will create a package to provide you with exposure to our audience. Email her at begnann@dixieply.com

Strategic Level Packages - Comparison

Level Partnership Side-by-Side Comparison			
Benefit	Gold	Platinum	Premiere
10 Minute Presentation at Chapter Meeting	✓	✓	✓
Company Profile in eBlast Announcement (3-4 per Event)	✓	✓	✓
Distribution of Promotional Material	✓	✓	✓
Display Table	✓	✓	✓
Business Cards of Attendees (must offer door prize)	✓	✓	✓
Two (2) Registrations/Meals for Company Representatives	✓	✓	✓
Display your Company Banner		✓	✓
Spotlight in Things You Should Know (TYSK) Monthly eNewsletter		✓	✓
Company Logo on Printed/Electronic Materials		✓	✓
Company Logo on SHRM Savannah Website Event Page		✓	✓
Company Logo and Profile on SHRM Savannah Website Premiere Partner Page (Entire Year)			✓
Company Tagged on SHRM Savannah Social Media Pages			✓
HR Vendor Directory Business Card Ad (Entire Year)			✓
Sponsor Content eBlast to Membership (1 per Year)			✓
First Opportunity to Sponsor Special Events (Chapter Orientation, Summer Social, Local Conference)*			✓

**Additional costs for sponsorship of these events*

HR Vendor Directory

NEW! We now offer a Vendor Directory available on our website – <https://savannah.shrm.org/>. Post your business card so that our members have immediate access to your information should they have a need for your products and/or services. Your card will stay posted all year in 2019; or, you can opt to post on a quarterly basis. We offer both member and non-member pricing!

Member Business Card Ad Pricing

Quarterly - \$75.00

Yearly - \$250.00

Non-member Business Card Ad Pricing

Quarterly - \$100.00

Yearly - \$325.00

Why Advertise with SHRM-Savannah?

SHRM-Savannah has a marketing reach of 200+ HR professionals in the Greater Savannah area. These are mainly HR practitioners who are in need of the products and services that our sponsors offer.

With multiple levels of exposure and a large portfolio of promotional opportunities, you are sure to find advertising avenues that are aligned with your marketing goals and budget. Advertising packages can also be created to suit the individual needs of your company. Contact the VP of Marketing to discuss your specific needs.

In 2019, SHRM Savannah has three special events planned during the year that will offer other sponsorship and advertising opportunities ranging from \$250-\$1,500. They are our Chapter Orientation for new and existing members, a Summer Social Networking Event; and a half-day conference.

Our Audience:

SHRM Savannah active members

Savannah HR Community

Member's guests

SHRM Savannah Facebook followers

Website visitors

Email recipients