



RI SHRM PARTNERSHIP OPPORTUNITIES



MISSION

RI SHRM is the trusted resource to engage, educate and advocate for Human Resources and other professions focused on creating an inclusive and equitable workforce, ensuring business and professional success.

VISION

Be the trusted and respected premiere professional human resources organization in the Southern New England and Rhode Island.

VALUES

RESPECT

INTEGRITY

INCLUSION

LEADERSHIP

EDUCATION

ADVOCACY

THE RI SHRM COMMUNITY

- We are the official SHRM affiliate (local chapter) for people living, learning, and working in the Rhode Island and Southern New England area. We connect our members to a **supportive, global network of HR and People Operations leaders and professionals.**
- We offer our members a chance to collaborate, learn, and grow. Members rely on us **find solutions** for their workplace challenges, as well as connect with other local professionals and small business owners who are facing the same challenges.
- Our members receive **exclusive access** to webinars, seminars, and professional development opportunities. We offer **SHRM PDC and HRCI certification credits** for all eligible chapter programs.





PARTNERSHIPS

Designed to help YOU reach
HR professionals!



GAIN VISIBILITY

RI SHRM has **1911 contacts** in our mailing list with **459 active chapter members**. Attendance at our events tends to be a dynamic mix of chapter members and non-members. The makeup of our network includes nonprofit, manufacturing, consulting, staffing and temp, academic, legal services, hospitality, insurance, and healthcare organizations.



ACCESS INSIGHTS

Sponsors can leverage RI SHRM's network via surveying members, polling event attendees, consulting with the Board, and accessing valuable data that informs and serves their **strategic goals and priorities**.

BUILD RELATIONSHIPS

Take advantage of customizable benefits packages, a stacked calendar of curated events, and a wide variety of opportunities for lead generation and facilitated connections to **make a meaningful, lasting impression**.



PREMIUM ANNUAL PARTNERSHIPS



PLATINUM PARTNER \$5,000

- Complimentary Chapter Membership for Primary and Secondary Contact
- Logo and website link shared on RI SHRM website Partners page for full year
- Logo and website link shared on RI SHRM website Home Page's rotating banner for full year
- **Sponsor of the Month** video spotlight on RI SHRM website Home Page (*up to 5 minutes*)
- **2 - Email Marketing Ads.** Includes:
 - Logo, website link, and informational blurb shared via email newsletter (**1,800+ recipients**)
- **2 - Social Media Ads** (each to be posted on RI SHRM LinkedIn, Facebook, and Twitter accounts)
- **1 - Survey/poll** facilitated at in-person event on behalf of sponsoring organization (*up to 5 questions; partner has exclusive publishing rights to survey results*)
- **Platinum Sponsor** status at the following events:
 - **3 - Social events** (Spring, Summer, and Winter)
 - Includes ability to host one of the 3 socials as a Featured Sponsor (*first come, first serve*)
 - **1 - Breakfast or Evening Program** (excludes socials)
 - **1 - Employment Law Summit Conference**
 - **1 - Virtual Event Sponsorship.** Includes:
 - Zoom poll facilitated at webinar/virtual workshop program (*up to 5 questions*)

All above listed Platinum event packages include:

- 2 complimentary registrations to event
- Promo booth made available (or, if promo booths not feasible at venue, promo materials made available at registration table/business card raffle of branded sponsor swag facilitated at registration table)
- Sponsorship announced to event attendees
- Opportunity to share a 2-minute pitch
- Logo included in all event marketing communications
- Logo and link included on event page
- Registration list (Full Name, Title, and Company)

GOLD PARTNER \$3,000

- Complimentary Chapter Membership for Primary Contact
- Logo and website link shared on RI SHRM website Partners page for full year
- Logo and website link shared on RI SHRM website Home Page's rotating banner for full year
- **1 - Email Marketing Ad.** Includes:
 - Logo, website link, and informational blurb shared via email newsletter (**1,800+ recipients**)
- **1 - Social Media Ad** (to be posted on RI SHRM LinkedIn, Facebook, and Twitter accounts)
- **Gold Sponsor** status at the following events:
 - **2 - Social events** (Spring, Summer, or Winter)
 - **1 - Breakfast or Evening Program** (excludes socials)
 - **1 - Employment Law Summit Conference**
 - **1 - Virtual Event Sponsorship**

All above listed Gold event packages include:

- 2 complimentary registrations to event
- Promo booth made available (or, if promo booths not feasible at venue, promo materials made available at registration table/business card raffle of branded sponsor swag facilitated at registration table)
- Sponsorship announced to event attendees
- Opportunity to share a 2-minute pitch
- Logo included in all event marketing communications
- Logo and link included on event page
- Registration list (Full Name, Title, and Company)

PROMO TABLE RESERVATIONS ON FIRST COME, FIRST SERVE BASIS

ANNUAL PARTNERSHIPS



SILVER PARTNER \$2,000

- Complimentary Chapter Membership for Primary Contact
- Logo and website link shared on RI SHRM website Partners page for full year
- **1** - Email Marketing Ad. Includes:
 - Logo, website link, and informational blurb shared via email newsletter (1,800+ recipients)
- **Silver Sponsor** status at the following events:
 - **1** - Social event (Spring, Summer, or Winter)
 - **1** - Employment Law Summit Conference

All above listed Silver event packages include:

- 2 complimentary registrations to event
- Promo booth made available (or, if promo booths not feasible at venue, promo materials made available at registration table/business card raffle of branded sponsor swag facilitated at registration table)
- Sponsorship announced to event attendees
- Logo included in all event marketing communications
- Logo and link included on event page
- Registration list (Full Name, Title, and Company)

BRONZE PARTNER \$1,500

- Complimentary Chapter Membership for Primary Contact
- Logo and website link shared on RI SHRM website Partners page for full year
- **1** - Email Marketing Ad. Includes:
 - Logo, website link, and informational blurb shared via email newsletter (1,800+ recipients)
- **Bronze Sponsor** status at the following events:
 - **1** - Social event (Spring or Winter only)
 - **1** - Employment Law Summit Conference

All above listed Bronze event packages include:

- 2 complimentary registrations to event
- Sponsorship announced to event attendees
- Logo included in all event marketing communications
- Logo and link included on event page
- Registration list (Full Name, Title, and Company)

NOT FINDING YOUR FIT?

We want to hear from you! Complete the following information form to tell us about your ideal business partnership, and our Sponsorship Director will work with you to make it a reality!

Try Our FitFinder



PROGRAM & EVENT SPONSORSHIPS



LUMINARY EVENT SPONSORSHIP

\$2000

- 3 Complimentary Registrations for the Event
- Table provided if event/program is held in-person (or, if promo booths not feasible at venue, promo materials made available at registration table/business card raffle of branded sponsor swag facilitated at registration table)
- Sponsor recognition at meeting, with opportunity to address the group directly (**2-minute pitch**)
- Sponsor Name & Logo included on RI SHRM Email Blasts related to event/program (**1,800+ recipients**)
- Survey/poll facilitated at event on behalf of sponsoring organization (*up to 5 questions; sponsor has exclusive publishing rights to survey results*)
- Logo and link to sponsor website shared on RI SHRM Event Page for event/program
- Logo and link to sponsor website shared on RI SHRM Sponsors Page under **2024 Signature Event Sponsors** (until March of 2025)
- Logo included in all event marketing communications
- Registration List (Full Name, Title, and Company)

AMBASSADOR EVENT SPONSORSHIP

\$1000

- 2 Complimentary Registrations for the Event
- Table provided if event/program is held in-person (or, if promo booths not feasible at venue, promo materials made available at registration table/business card raffle of branded sponsor swag facilitated at registration table)
- Sponsor recognition at event
- Sponsor Name & Logo included on RI SHRM Email Blasts related to event/program (**1,800+ recipients**)
- Logo and link to sponsor website shared on RI SHRM Event Page for event/program
- Logo and link to sponsor website shared on RI SHRM Sponsors Page under **2024 Signature Event Sponsors** (until March of 2025)
- Logo included in all event marketing communications
- Registration List (Full Name, Title, and Company)

ADVOCATE EVENT SPONSORSHIP

\$500

**Excludes Conferences*

- 2 Complimentary Registrations for the Event
- Table provided if event/program is held in-person (or, if promo booths not feasible at venue, promo materials made available at registration table/business card raffle of branded sponsor swag facilitated at registration table)
- Sponsor recognition at event
- Sponsor Name & Logo included on RI SHRM Email Blasts related to event/program (**1,800+ recipients**)
- Logo and link to sponsor website shared on RI SHRM Event Page for event/program
- Logo included in all event marketing communications

ALLY EVENT SPONSORSHIP

\$300

- 2 Complimentary Registrations for the Event
- 1 Sponsor brochure/flier provided at registration table or in event materials packet (*must be provided by partner*). If the event is virtual, the sponsor's logo and contact information will be shared in the event slide deck. Contact information, including a link to the sponsor's website, will also be shared in the Zoom chat.
- Sponsor recognition at event
- Logo and link to sponsor website shared on RI SHRM Event Page for event/program

For virtual events, to substitute for the promo table benefit, the sponsor's logo and contact information will be shared in the event slide deck. Contact information, including a link to the sponsor's website, will also be shared in the Zoom chat.

SIGNATURE EVENTS

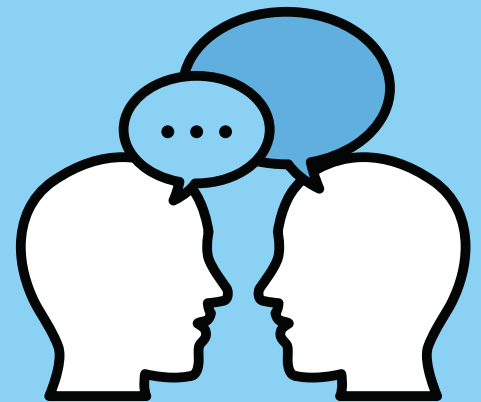


EMPLOYMENT LAW SUMMIT

RI SHRM and The Employers Association of the Northeast (EANE) present this annual Employment Law Summit for HR professionals, organizational leaders, and law practitioners to **stay up to date on the rapidly changing state and federal legal landscape**. Past programs have included interactive trainings and presentations on the topics of reasonable suspicion, pay equity, immigration, workplace governance initiatives, EEO policies and compliance, and employee relations and investigations. **(120-200 attendees annually.)**

DIVERSITY CAFE

Led by the Diversity Committee of Rhode Island SHRM, Diversity Cafe is designed to facilitate **connections and conversations focused on diversity, equity, and inclusion challenges and trends**. Participants are provided a selection of facilitated table discussions on topics such as DEI in workplace and community settings, LGBTQIA+ allyship, and Anti-Racism. **(65-80 attendees annually.)**



EMERGING LEADERS

This special annual event connects local HR leaders, entry level and early-career professionals, and RI's student SHRM chapter members for a night of **career advising, networking, and mentorship**. Panelists representing various stages of diverse career paths in the field of HR share their industry knowledge and experience, discuss their unconventional professional journeys, and advise emerging leaders about their career possibilities and trajectories. **(35-50 attendees annually.)**

À LA CARTE MARKETING



ADVERTISE ON OUR WEBSITE

AD DIMENSIONS	DURATION	COST
Logo on home page banner	30 days	\$200

SOCIAL MEDIA MARKETING

1 month, 1 post	3 months, 2 posts	6 months, 3 posts	Annual, 4 posts
\$100	\$150	\$250	\$350



Page reach
17K
connections

E-MAIL BLASTS

Content addition for scheduled RI SHRM email newsletter	<u>Exclusive</u> E-Blast to membership	2-month <u>Exclusive</u> E-Blast to membership (1 ad per month)
\$150	\$300	\$500



Average of
1479
recipients

(BUSINESS PARTNER MUST PROVIDE ALL CONTENT)



RI SHRM PARTNERSHIP TERMS & CONDITIONS



DISCLOSURES

Rhode Island SHRM does not make, and specifically disclaims, any representations or warranties regarding the success or failure of any sponsorship opportunity for the partnering organization. Promo table reservations for events are space-permitting and assigned on a first-come, first-serve basis.

NON-EXCLUSIVITY

Rhode Island SHRM reserves the right to partner with organizations that are compatible with its mission, values, and strategic plan. No communication from the RI SHRM board, staff, or volunteer team shall be deemed to restrict or prohibit the engagement by RI SHRM of other organizations providing the same or similar services as the partnering organization. RI SHRM's engagement of any other organization(s) shall not affect RI SHRM's right to receive payment per the terms below.

PAYMENT TERMS

Partner invoices must be paid within 30 days of receipt. Invoices may be paid via check or credit card. Checks must be made payable to Rhode Island SHRM and mailed to:

Jill Connolly, SPHR-SCP, Chapter Treasurer
201 Mendon Street
Blackstone, MA 01504

