



Sponsor Information

Would you like to get your message out to local human resource professionals? If so, you may want to consider sponsoring a Bluegrass Society for Human Resource Management (SHRM) event. Bluegrass SHRM is a professional organization for over 300 members who represent companies in the Central Kentucky area. Partners, such as yourself, are a valuable resource to HR professionals in their daily work. Sponsoring a BGSHRM event is an excellent opportunity to showcase your products and services to these professionals.

How Many HR Professionals Can I Reach?

BGSHRM has 300+ members. Seventy-five (75) to one-hundred (100) HR professionals attend monthly chapter meetings where you may set up a table with information and interact with attendees. In addition, sponsor information may be included in e-mail meeting notices sent to the entire Bluegrass SHRM database. At least two meeting notices are sent for each event, providing an opportunity for multiple viewings by those in the Bluegrass SHRM database.

PREMIER MEETING SPONSOR (\$6500 FOR MEMBERS, \$7000 FOR NON-MEMBERS)

- One premier sponsor for the year
- Standing company logo on BGSHRM home page
- Up to three (3) e-blasts to BGSHRM members for company workshops
- Five (5) minute presentation at beginning of meeting, once a quarter, with up to two (2) slides
- Includes attendance and lunch for two (2) representatives and one (1) individual from a client company
 - *\$30 for additional representatives*
- Company name, logo, three (3) sentences, and one URL link featured in e-mail meeting announcement to all individuals in the Bluegrass SHRM database (at least two (2) mailings per meeting)
- Company name and logo on a PowerPoint slideshow during the meeting
- Opportunity to leave promotional items and flyers at each table
- Opportunity to donate a give-away for a drawing at the end of the meeting and keep any collected business cards
- Social media package
 - 12 tweets (1 per month)
 - 6 Facebook postings (Jan/Mar/June/Aug/Oct/Dec)
 - 4 LinkedIn posts – once a quarter

PRIMARY MEETING SPONSOR (\$600 FOR MEMBERS, \$650 FOR NON-MEMBERS)

- One primary sponsor per meeting
- Five (5) minute presentation at beginning of meeting, with up to two (2) slides
- Premier primary sponsor table at the meeting for marketing material and member interaction
- Includes attendance and lunch for two (2) representatives and one (1) individual from a client company
 - \$30 for additional representatives
- Company name, logo, three (3) sentences, and one URL link featured in e-mail meeting announcement to all individuals in the Bluegrass SHRM database (at least two (2) mailings per meeting)
- Company name and logo on a PowerPoint slideshow during the meeting, except during the program
- Opportunity to leave promotional items and flyers at each table
- Opportunity to donate a give-away for a drawing at the end of the meeting and keep any collected business cards
- Social media package
 - 4 tweets - 1 per week Month of your Luncheon Sponsorship
 - 2 Facebook postings – Month of your Luncheon Sponsorship
 - 1 LinkedIn post – Month of your Luncheon Sponsorship

SECONDARY MEETING SPONSOR (\$300 FOR MEMBERS, \$350 FOR NON-MEMBERS)

- Maximum three (3) per meeting
- Designated sponsor table for marketing material and member interaction
- Includes attendance and lunch for one (1) representative
 - \$30 for additional representatives
- Company name and logo featured in e-mail meeting announcement to all individuals in the Bluegrass SHRM database (at least two (2) mailings per meeting)
- Company name and logo on a PowerPoint slideshow during the meeting, except during the program
- Opportunity to donate a give-away for a drawing at the end of the meeting and keep any collected business cards
- Social media package
 - 2 tweets – Month of your Luncheon Sponsorship
 - 1 Facebook postings (Month of your Luncheon Sponsorship)

WELLNESS PARTNER SPONSOR (\$250)

- Designated sponsor table for marketing material and member interaction
- Includes attendance and lunch for two (2) representatives
 - \$30 for additional representatives
- Five (5) minute presentation at the beginning of the meeting, about the monthly wellness topic.
- Company name and logo featured in e-mail meeting announcement to all individuals in the Bluegrass SHRM database (at least two (2) mailings per webinar)
- Company name and logo featured in Wellness section of webpage
- Opportunity to donate a give-away for a drawing at the end of the meeting and keep any collected business cards
- Social media package
 - 2 tweets – Month of your Luncheon Sponsorship
 - 1 Facebook postings (Month of your Luncheon Sponsorship)

WEBINAR SPONSOR (\$200 FOR MEMBERS, \$250 FOR NON-MEMBERS)

- Three (3) minute presentation at beginning of meeting, with one (1) slide.
- Company name and logo featured in e-mail meeting announcement to all individuals in the Bluegrass SHRM database (at least two (2) mailings per webinar)
- Company name and logo on a PowerPoint slideshow, except during the program

SOCIAL MEDIA PACKAGE (\$150 FOR MEMBERS, \$200 FOR NON-MEMBERS)

- Social media package
 - 12 tweets (1 per month)
 - 6 Facebook postings (Jan/Mar/June/Aug/Oct/Dec)
 - 1 LinkedIn post – Your choice of month

If you are interested in being a BGSHRM sponsor, please contact our Communications Director at communications@bgshrm.org.

All invoices and payments are coordinated through the Bluegrass SHRM Treasurer, at treasurer@bgshrm.org.