



## Sponsor Information

Bluegrass SHRM is a professional organization for over 300 members who represent companies in the Central Kentucky area. BGSHRM hosts monthly membership meetings in which 75-150 members participate each month.

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. Sponsors and advertisers are a very important element to Bluegrass SHRM. Revenue from sponsorships and advertising helps our organization better achieve its goals by providing funding for better programming and professional development opportunities!

If you are interested in being a BGSHRM sponsor, please contact our External Communications Director at [publicrelations@bgshrm.org](mailto:publicrelations@bgshrm.org). All invoices and payments are coordinated through the Bluegrass SHRM Treasurer, at [treasurer@bgshrm.org](mailto:treasurer@bgshrm.org).

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

*One Premier sponsor for the year*

- Standing company logo on BGSHRM home page
- **Meetings:**  
*(does NOT include Summer Social, Fall Foundation Event or additional meetings/events that may be added by the BGSHRM Board)*
  - 2-5 minute presentation at beginning of meeting, once a quarter (4 times a year)
  - Sponsor table at meetings for marketing material and member interaction.
  - Recognized as a sponsor at every meeting, even when not in attendance
  - Opportunity to leave promotional items and flyers at each table
  - Include attendance and lunch for two (2) representatives
    - *Regular event guest price (non-members) for additional representatives. Must register for the event via website prior to deadline*
  - Company name and logo on Powerpoint slideshow during the meeting
  - Opportunity to donate a give-away for a drawing at the end of the meeting and keep any collected business cards
- **Email Communications:**
  - Company name, logo and URL featured in e-mail communications sent to all individuals in the Bluegrass SHRM database
  - Up to three (3) e-blasts to BGSHRM members for company workshops
  - Company name/logo featured on website event listing
- **Social media:**
  - Social media promotion during month of event sponsorship.

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

One primary sponsor per meeting

- **Meetings:**
  - 2-5 minute presentation at beginning of meeting
  - Sponsor table at meetings for marketing material and member interaction.
  - Opportunity to leave promotional items and flyers at each table
  - Include attendance and lunch for two (2) representatives
    - *Regular event guest price (non-members) for additional representatives. Must register for the event via website prior to deadline*
  - Company name and logo on Powerpoint slideshow during the meeting
  - Opportunity to donate a give-away for a drawing at the end of the meeting and keep any collected business cards
- **Email Communications:**
  - Company name, logo and URL featured in e-mail communications sent to all individuals in the Bluegrass SHRM database
  - Company name/logo featured on website event listing
- **Social media:**
  - Social media promotion during month of event sponsorship.

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

Maximum three (3) per meeting

- **Meetings:**
  - Sponsor table at meetings for marketing material and member interaction.
  - Opportunity to have promotional items *only* on sponsor table
  - Include attendance and lunch for one (1) representative
    - *Regular event guest price (non-members) for additional representatives. Must register for the event via website prior to deadline*
  - Company name and logo on Powerpoint slideshow during the meeting
  - Opportunity to donate a give-away for a drawing at the end of the meeting and keep any collected business cards
- **Email Communications:**
  - Company name and logo featured in e-mail communications sent to all individuals in the Bluegrass SHRM database
  - Company name/logo featured on website event listing
- **Social media:**
  - Social media promotion during month of event sponsorship.

## WELLNESS SPONSOR (\$325 FOR MEMBERS, \$375 FOR NON-MEMBERS)

- Company name and logo featured in Wellness section of webpage
- **Meetings:**
  - Sponsor table at meetings for marketing material and member interaction.
  - Opportunity to have promotional items *only* on sponsor table
  - Include attendance and lunch for one (1) representative
    - *Regular event guest price (non-members) for additional representatives. Must register for the event via website prior to deadline*
  - Company name and logo on Powerpoint slideshow during the meeting
  - Opportunity to donate a give-away for a drawing at the end of the meeting and keep any collected business cards
- **Email Communications:**
  - Company name and logo featured in e-mail communications sent to all individuals in the Bluegrass SHRM database
  - Company name/logo featured on website event listing
- **Social media:**
  - Social media promotion during month of event sponsorship.

## **VIRTUAL CHAPTER MEETING SPONSOR (\$450 FOR MEMBERS, \$500 FOR NON-MEMBERS)**

*One sponsor per virtual meeting*

*Even though BGSHRM may not be meeting in person for a regular chapter meeting, BGSHRM virtual chapter meetings are a fantastic opportunity to get your brand in front of our members! Sponsorship for virtual meetings assist BGSHRM in providing the organization funding for chapter programming and professional development opportunities!*

- **Virtual Event:**
  - Includes attendance for one (1) representative
  - Name/Business announced during event
  - 2-5 minute presentation at beginning of meeting
  - Company name and logo on PowerPoint slideshow during chapter business update
  - Email Communications
- **Email Communications:**
  - Company name, logo and URL featured in e-mail communications sent to all individuals in the Bluegrass SHRM database
  - Company name/logo featured on website event listing
- **Social media:**
  - Social media promotion during month of event sponsorship.

## **HOSTING/SPONSORED WEBINAR (\$800 FOR SINGLE WEBINAR)**

*Sponsored Webinars provide organizations the opportunity to present their own HR content to the membership. This is an excellent means of educating and reaching our professionals. Webinar needs to qualify for educational credits through SHRM and HRCI. BGSHRM will facilitate the certification process.*

- Host will provide speaker and content (subject to approval by Programs Committee)
- Host and BGSHRM will coordinate any rehearsals required prior to webinar
- Host provides Powerpoint for review
- BGSHRM provides promotion, registration and coordination of the event
- BGSHRM will submit for SHRM/HRCI credits

## **SPECIAL EVENT SPONSOR (\$400 FOR MEMBERS, \$450 FOR NON-MEMBERS)**

*BGSHRM special events are fantastic opportunities to get your brand in front of our members and provide a chance to network with them in a way that might be more difficult in a formal meeting setting. Sponsorship for special events allows BGSHRM to cover the cost of food, drinks, or other entertainment to ensure our members have an enjoyable time.*

- **Event:**
  - Include attendance and lunch for one (1) representative
    - *Regular event guest price (non-members) for additional representatives. Must register for the event via website prior to deadline*
  - Name/Business announced during event
  - Name/Business mentioned on silent auction bid sheet (*applicable only at Foundation Event*)
  - Signage/Banners (provided by sponsor) may be showcased at venue (*venue space permitting*)
  - Opportunity to pass out corporate giveaway items.
- **Email Communications:**
  - Company name, logo and URL featured in e-mail communications sent to all individuals in the Bluegrass SHRM database
  - Company name/logo featured on website event listing
- **Social media:**
  - Social media promotion during month of event sponsorship.

## Other Opportunities:

### NEWSLETTER SPONSORSHIP (\$200 PER EDITION)

Comprehensive electronic newsletter featuring editorial content specifically targeted to our members. Sponsors receive recognition in our newsletter each quarter. We will only feature up to three (3) ads per newsletter edition so reserve your spot early!

- Standard 3 x 3 ad option
- Prominent logo placement
- Newsletter emailed to over 1000+ professionals
- Newsletter included on BGSHRM website
- Recognition in the form of a thank you in each newsletter

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

- Social media package
  - Includes social media promotion during a specified month.

### PROFESSIONAL DEVELOPMENT EVENT POSTINGS

Bluegrass SHRM is committed to "Serving the Professional and Advancing the Profession." In an effort to assist our members with continuing education, we will list professional development seminars on our website. If you have an HR professional development opportunity you'd like to share, please contact our Professional Development Director at [prodevelop@bgshrm.org](mailto:prodevelop@bgshrm.org)

- HR related organizations that offer **conferences**, with or without fee to attend – **FREE**  
*Events must offer CEU credits (no minimum). Includes BGSHRM co-sponsored events, events sponsored by other SHRM Chapters, BCA, Chamber of Commerce, APA, government agencies.*
- Non-HR related organizations - **conferences free** to attend – **FREE**  
*Events must offer a minimum of 4 CEU credits. Must be located within 25 miles of Lexington (includes Georgetown, Versailles, Nicholasville, Richmond, Paris, Winchester, Frankfort)*
- Non-HR related organizations - **conferences with a fee** to attend – **\$50**  
*Events must offer a minimum of 4 CEU credits. Events must be located within 25 miles of Lexington (includes Georgetown, Versailles, Nicholasville, Richmond, Paris, Winchester, Frankfort).*

If you do not fall within one of the above categories or wish to obtain more advertising for your event, we welcome the opportunity for you to sponsor and/or attend a BGSHRM event as a guest and network with local HR Professionals!