



Sponsorship 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-person and/or virtual) in which 75-150 members participate each month. Please see our [upcoming events](#) page for details!

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 business related 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. All invoices and payments are coordinated through the Bluegrass SHRM Treasurer, at treasurer@bgshrm.org. Payment must be received prior to receiving sponsorship benefits.

Disclaimer: Approval of a request for sponsorship does not constitute an endorsement of the Sponsor by BGSHRM. BGSHRM reserves the right to deny the sale of a sponsorship and/or any benefits to any organization or individuals, for any reason.

ANNUAL SPONSOR PACKAGE

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 speaking 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.

IN-PERSON MEETING PACKAGES

MONTHLY MEETING GOLD SPONSOR

(\$600 FOR MEMBERS, \$650 FOR NON-MEMBERS)

One gold sponsor per meeting unless approved by the BGSHRM board

- **Meetings:**
 - 2-5 minute speaking presentation at beginning of meeting (*no PowerPoint*)
 - 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.

MONTHLY MEETING SILVER SPONSOR

(\$300 FOR MEMBERS, \$350 FOR NON-MEMBERS)

- **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

MONTHLY MEETING BRONZE SPONSOR

(\$150 FOR MEMBERS, \$200 FOR NON-MEMBERS)



- **Meetings:**
 - Includes 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
- **Email Communications:**
 - Company name/logo featured on website event listing
 - Company name and logo featured in e-mail communications sent to all individuals in the Bluegrass SHRM database
- **Social media:**
 - Social media promotion during month of event sponsorship

MONTHLY MEETING WELLNESS SPONSOR

(\$325 FOR MEMBERS, \$375 FOR NON-MEMBERS)

Maximum one (1) per meeting

- 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 MEETING PACKAGES

VIRTUAL CHAPTER MEETING SPONSOR

(\$450 FOR MEMBERS, \$500 FOR NON-MEMBERS)

Exclusivity - One (1) sponsor per virtual meeting

This package applies when the chapter meets virtually, for their regular monthly chapter 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 speaking presentation at beginning of meeting (*no powerpoints*)
 - Company name and logo on PowerPoint slideshow during chapter business update
 - Opportunity to offer a “business card” drawing for prizes
- **Email Communications:**
 - Company name/logo featured on website event listing
 - Company name, logo and URL featured in e-mail communications sent to all individuals in the Bluegrass SHRM database
 - Distribution of marketing information to be emailed out to webinar attendees after meeting conclusion
- **Social media:**
 - Social media promotion during month of event sponsorship.

VIRTUAL MONTHLY MEETING BRONZE SPONSOR

(\$150 FOR MEMBERS, \$200 FOR NON-MEMBERS)



- **Meetings:**
 - Includes attendance 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
- **Email Communications:**
 - Company name/logo featured on website event listing
 - Company name and logo featured in e-mail communications sent to all individuals in the Bluegrass SHRM database
- **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

ADDITIONAL OPPORTUNITIES

SPECIAL EVENT SPONSOR

(\$400 FLAT RATE)

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. Special events include the annual SHRM Foundation Silent Auction, Chapter Socials, and other unique events such as half-day legal updates or conferences,

- **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*)
 - Company name and logo on Powerpoint slideshow during the meeting (*event 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.

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

EMAIL BLAST

(\$400 FOR ONE E-BLAST)



BGSHRM will send a broadcast email to all BGSHRM members on your behalf with your desired communication message. Email will be sent from a BGSHRM email account that is dedicated for paid blasts from vendors. BGSHRM membership list is not provided. Message must be pre-approved – can be used for a networking event, webinar, and/or HR meeting, etc. Does not include social media advertising. BGSHRM maximum 2 blasts per month.

SOCIAL MEDIA PACKAGE

(\$50 FOR ONE TIME POST; \$100 MULTIPLE POSTS)



- Social media package includes social media promotion during a specified month
- Can be added onto Email Blast Package for additional fee

PROFESSIONAL DEVELOPMENT/EDUCATIONAL 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 programs@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!