2022-2023

Annual Partnership Opportunities

Corporate Annual Partnership Packages allow for bundled approaches to exposure beyond the traditional conference or event sponsorship. These packages allow you to gain membership benefits, top tier exposure, discounted rates and much more.

Platinum Partner--$40,000

- Company logo at all in-person and virtual events as SHRM-LI Platinum Partner
- Company logo on all quarterly eNewsletters and general email correspondences to SHRM-LI audience
- Exclusive email sent to 4,500 introducing company as Platinum Partner
- Access for all company employees to SHRM-LI events at discounted Member Rate (including annual conferences)
- Prominent position in exhibit hall for Annual Conference
- (5) annual memberships to be used by Platinum Partner company or distributed amongst clients and prospects.
- Access to SHRM-LI online HR community, with ability to post responses to questions and prompt questions
- Access to Chapter Meeting attendee registration lists upon request
- Prominent logo recognition on SHRM-LI homepage and Event calendar page as SHRM-LI Platinum Partner.
- Host and lead up to four (4) intimate roundtable/focus group discussions (either virtual or in-person)
- 5-minutes to speak at SHRM-LI general sessions/Town Halls/Online events.

Gold Partner--$30,000

• Exclusive email sent to 4,500 introducing company as Gold Partner
 • Company logo on all quarterly eNewsletters and general email correspondences to SHRM-LI audience
 • Access for all company employees to SHRM-LI events at discounted Member Rate (including conferences)
• Prominent position in exhibit hall for Annual Conference
• (3) annual memberships to be used by Gold Partner's company or distributed amongst clients and prospects.
 • Access to SHRM-LI online HR community, with ability to post responses to questions and prompts as Company
• Prominent logo recognition on SHRM-LI homepage and Event calendar page as SHRM-LI Gold Partner
• Host and lead up to (2) intimate roundtable discussions (either virtual or in-person)
 • One (1) opportunity to provide educational content to the SHRM-LI audience either virtual or in person.

Silver Partner-$25,000

• (2) annual memberships to be used by Partner's company or distributed amongst clients and prospects.
• Access to SHRM-LI online HR community, with ability to post responses to questions and prompts as Company
• Host and lead up (1) intimate roundtable discussions (either virtual or in-person)
• Prominent logo recognition on SHRM-LI homepage and Event calendar page as SHRM-LI Silver Partner
• Preferred position on exhibit floor for annual conference
• One (1) opportunity to provide educational content to the SHRM-LI audience throughout the year; this cannot be a sponsored message or sales pitch.

Bronze Partner-$15,000

• One (1) opportunity to provide educational content to the SHRM-LI audience throughout the year; this cannot be a sponsored message or sales pitch.
• Exclusive email sent to 4,500 introducing company as Bronze Partner
• Preferred position on exhibit floor for annual conference
• Company logo on all quarterly eNewsletters and general email correspondences to SHRM-LI audience
 • Access for all company employees to SHRM-LI events at discounted Member Rate (including conferences)

Rose Partner-$5000

• One (1) opportunity to provide educational content to the SHRM-LI audience throughout the year; this cannot be a sponsored message or sales pitch.
• Exhibit table at Annual Conference

ADVERTISING OPPORTUNITIES

SPONSORED CONTENT eBLAST

Share your upcoming event, product or service with the SHRM-LI audience by sponsoring a dedicated "sponsored content" message. SHRM-LI will send a single email on behalf of your organization.

The Specifics: Only one email may be sent per topic and/or event and only one topic or event per email. Email content should include up to 250 words of copy and one (1) image (max size 1200px width x 1300px height). No HTML coding is permitted

• Sponsored Content eBlast ($1000)

• Sponsored Content eBlast (Non-Member) ($1250)

eNEWSLETTER ANNOUNCEMENT

 Our SHRM-LI newsletter reaches 4,500+ HR professionals located in Nassau/Suffolk counties. This email is seen as an added resource to our audience which keeps the HR community abreast of upcoming events and opportunities.

The Specifics: Your announcement should include 100-words of copy, one (1) URL, and an image (max size 1200px width x 500px height). No HTML coding is permitted.

Announcements will be accepted if the advertised event is related to the mission of SHRM-LI, does not directly conflict or compete with a SHRM-LI event, and is approved by SHRM LI Newsletter Editor

- One (1) Announcement ($150)
- One (1) Announcement (Non-Member) ($200)

WEBSITE BANNER AD

Show your support and gain visibility for your brand by placing your ad directly on the SHRM-LI NEW website. Your ad will be placed within our rotating carousel located on our homepage and on our community calendar page.

The Specifics: Banner should be a .png image-ready file and 980 px (W) x 125 px (H) or 400 px (W) x 400 px (H) if on calendar page. No Flash allowed with a file size under 1MB.

• One (1) Year Rotation ($2,000)
• One (1) Year Rotation (Non-Member) ($2,250)

Business Directory

Make sure your company and products are top of mind for SHRM-LI members.

List your company in our online service directory so that our members can easily search and find your products and/or services. The Specifics: Your listing may be included in up to three (3) categories and your listing may include company information, contact information, social media links and logo.

• One (1) Year Directory Listing ($400)
• One (1) Year Directory Listing (Non-Member) ($550)

Each additional category ($250) Member ($300)

Virtual Conversation Sessions
Conversation with a Colleague (Monthly)..$250.00
Yearly...$1000.00

Peer Perspectives (Every other Month) $200.00
Yearly..$750.00

Conference Sponsorship

Presenting Sponsor..$15,000

- **Company Representative to open 2022 Catch the Wave Conference**
- **Speaking Opportunity for (1) session**
- **Message and Logo in conference program**
- **Company Banner prominently displayed in person and online**
- **Exhibitor table**
- **(10) complimentary registrations**
- **Company Logo on all printed and online material**
- **Social Media Postings highlighting Presenting Sponsor**
- **Attendee list**

Swag Box Sponsor..$10,000

- **Company Representative to introduce Lunch Keynote**
- **Have 1 minute video displayed during lunch keynote program**
- **Message and Logo in conference program**
- **Company Banner prominently displayed in person and online**
- **Exhibitor table**
- **(5) complimentary registrations**
- **Company Logo on all printed and online material**
- **Social Media Postings highlighting Swag Sponsor**
- **Attendee list**

Innovate Sponsor..$7500.00

- **Present the Duffy Award during Award Ceremony**
- **Message and Logo in conference program**
- **Company Banner prominently displayed in person and online**
- **Exhibitor table**
- **(5) complimentary registrations**
- **Company Logo on all printed and online material**
- **Social Media Postings highlighting Innovate Sponsor**
- **Attendee List**

Evolve Sponsor.. **$5000.00**

- **1 minute video displayed during intermission**
- **Message and Logo in conference program**
- **Company Banner prominently displayed in person and online**
- **Exhibitor table**
- **(3) complimentary registrations**
- **Company Logo on all printed and online material**
- **Social Media Postings highlighting Presenting Sponsor**
- **Attendee List**

Adapt Sponsor...**$2500.00**

- **Message and Logo in conference program**
- **Company Banner prominently displayed in person and online**
- **Exhibitor table**
- **(2) complimentary registrations**
- **Company Logo on all printed and online material**
- **Social Media Postings highlighting Presenting Sponsor**
- **Attendee List**

Exhibitor...**$1500.00**
- **Exhibitor table**
- **Attendee List**