



SPONSORSHIPS

The **Greater Southeast Michigan Society for Human Resource Management (GSM SHRM)**, representing Human Resource Professionals throughout Southeast Michigan is excited to extend sponsorship opportunities to Human Resource related organizations in our area. Listed below is a menu of available sponsorships.

“KEY” GSM SHRM SPONSOR

A Key Sponsor is a year-long partnership between your business and GSM SHRM, that provides your on-going support of our organization, in return we offer to your organization excellent business exposure by GSM SHRM throughout the year. Key Sponsors will be given first priority on available ad space for the membership directory and website. As a Key Sponsor you will receive:

- Acknowledgement in each edition of GSM SHRM 's newsletter, “The Beacon”, as a “Key” sponsor during the calendar year
- Acknowledgement for the full calendar year on the GSM SHRM website as a “Key” sponsor
- Acknowledgement as a “Key” sponsor at all general meetings and social events
- Acknowledgement as “Key” sponsor in the all bi-monthly meeting announcements sent to all chapter members
- An opportunity to distribute materials about your business at a specific sponsored meeting.

Cost: \$700

GENERAL MEMBERSHIP MEETING SPONSORSHIP

A General Membership Meeting Sponsorship is a one time commitment between your business and GSM SHRM. As a Sponsor of a General Membership Meeting you will receive:

- An announcement placed in the bi-monthly email meeting announcement that will be sent to all chapter members recognizing you as the Sponsor of the general membership meeting
- Acknowledgement in the GSM SHRM 's newsletter, “The Beacon”, as the general membership meeting Sponsor
- A personalized acknowledgment at a meeting, during the general announcements, stating the meeting is being Sponsored by you
- An opportunity to distribute materials during the meeting by placing information at the individual tables, as well as, set up a vendor table for use after the meeting
- In addition, General Membership Meeting Sponsors provide a minimum donation of \$40.00 to the chapter’s student scholarship program. All donated money goes towards our student

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scholarship program, which provides scholarship money to local students studying in and pursuing a career in the profession of Human Resources.

Cost: \$150 (prior to Scholarship donation)

SOCIAL SPONSORS

GSMSHRM offers one or more exciting social events for members during the year. These events are designed to augment regular meetings with an opportunity for members to do additional networking and interact in a relaxed atmosphere. Sponsorships include:

- An announcement placed in the bi-monthly email meeting announcement that will be sent to all chapter members recognizing you as a Social Sponsor for a chapter social event
- An acknowledgement on the GSMSHRM website as a Social Sponsor
- Special acknowledgement in the GSMSHRM 's newsletter, "The Beacon", as the Social Sponsor
- A personalized acknowledgment at the social event, stating that event is being Sponsored by you
- An opportunity to interact during the social event with HR professionals about your organization
- An opportunity to distribute materials by setting up a vendor table.

Cost: \$200

WEBSITE BANNER ADVERTISING

GSMSHRM offers opportunities to its members and the general public, to display informational advertising on the chapter website about your organization. This activity allows you to gain targeted access to HR professionals through an advertisement banner about your business on the chapter's website. Our members visit this site on a regular basis throughout the year to receive updated news, executive committee minutes, job postings, and to obtain a host of other HR information and will routinely see your advertisement. Please visit our website at www.gsmshrm.org.

Cost: \$300 per quarter or \$1,000 per year from date of Ad



APPLICATION

The **Greater Southeast Michigan Society for Human Resource Management (GSM SHRM)**, representing Human Resource Professionals throughout Southeast Michigan is excited to extend sponsorship opportunities to Human Resource related organizations in our area. Please complete the application below and submit to GSM SHRM.

SPONSORSHIP OPPORTUNITIES	FEE	SELECTION
KEY SPONSOR	\$700	
GENERAL MEETING SPONSOR	\$150	
SOCIAL SPONSOR	\$200	
WEBSITE ADVERTISING – PER QUARTER	\$300	
WEBSITE ADVERTISING – PER YEAR	\$1,000	

TOTAL AMOUNT \$ _____

Company Name:	
Contact Person:	
Contact Phone:	
Email Address:	
Address:	
City, State, Zip Code:	
Date:	
Authorized Signature	
GSM SHRM Referral:	

**Submit the sponsor application and all applicable fees to:
(Please make checks payable to GSM SHRM)**

GSM SHRM— P.O. Box 2207— Monroe, MI 48161

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