



## **METRO MILWAUKEE SHRM ANNUAL PARTNERSHIP PROGRAM**

Metro Milwaukee SHRM offers an Annual Partnership for those companies that are interested in a year-long, high frequency and high exposure advertising opportunity – reaching thousands of HR professionals dozens of times during the year. Annual Partnership are available at the Gold, Silver and Bronze level.

Each Annual Partnership includes the following benefits (numbers vary depending on partnership level):

**Membership** – To maximize your Partnership, it's important to know what's happening and to participate. Join one of the largest SHRM affiliates in the nation!

**Website Listing** – All of our Partners are listed on our Website, the portal for all we do – from registrations to membership updates. Thousands of visitors and visits each year!

**Listing and Ads in E-Newsletter** – Each month, we publish a newsletter that goes out to more than 4,000 MM SHRM members and HR professionals who have participated in past programs and events.

**NEW!** Ads on member engagement platform.

**Recognition at Annual Events** – Be recognized from the podium, have your logo displayed in the program or on a PowerPoint slideshow, or on a banner.

**Tabletop Displays at Annual Events** – Tell us about your company - its products and service – and meet our members and guests. Feel free to provide materials as well – premium items, business cards, etc.

**NEW!** Virtual Trade Show Booths at Virtual Conferences with customized landing page.

**Access to Mailing Labels** – Use mailing labels to promote your products and services as this is the only way we provide access to HR professional members.

In addition, Gold, Silver and Bronze Level Partners receive Website links. Gold Level Partners also receive Website ads. With almost all of our communications directed to our Website – this is an opportunity for thousands of exposures to both our members and visitors to our site!



## METRO MILWAUKEE SHRM ANNUAL PARTNERSHIP PROGRAM

**Annual Partnership Program—Designed to help you to reach HR Professionals!**  
Please contact the chapter office at [office@mmshrm.org](mailto:office@mmshrm.org) to express your interest in an annual partnership.

BENEFIT	GOLD PARTNERSHIP \$2,500	SILVER PARTNERSHIP \$1,500	BRONZE PARTNERSHIP \$1,000
<b>Advertisements</b>			
<b>Message to Membership List*</b> <i>Your message will go out with your logo and a link to your site</i>	4 e-blasts**	2 e-blasts**	1 e-blast
<b>E-blast Ad</b> <i>Your ad will go out to our full distribution list as part of a MM SHRM message</i>	4 ads**	2 ads**	1 ad
<b>E-Newsletter Ad</b>	4 - full page ads**	2 – ½ page ads**	1 – ¼ page ad
<b>Link from Sponsor page of E-Newsletter</b>	X	X	X
<b>Logo on Website Home Page</b>	X		
<b>Listing on Sponsor Page of Website with Logo</b>	X	X	X
<b>Featured post on MM SHRM’s social media platforms</b>	4 posts**	2 posts**	1 post
<b>Professional Development</b>			
<b>Free Attendance at</b>	Annual Conference Legislative Conference	Legislative Conference	
<b>Recognition at all chapter wide events</b>	X	X	X
<b>Booth Display at Annual Conference and an opportunity to address the audience</b>	Approximately 3 minutes to address the audience		
<b>Tabletop Display at Annual Conference and an opportunity to address the audience</b>		Approximately 2 minutes to address the audience	Approximately 1 minute to address the audience
<b>Other Benefits</b>			
<b>Chapter Membership for Primary Contact</b>	X	X	X
<b>Access to Member Mailing List</b>	4 times per year	2 times per year	1 time per year
<b>Discounts for other available sponsorship opportunities throughout the year</b>	15%	10%	5%

\*Messages must be information/content based and are subject to approval.

\*\*Messages and advertinments will go out once per quarter. Please be sure to have your ads to the MM SHRM office by January 1<sup>st</sup>, April 1<sup>st</sup>, July 1<sup>st</sup>, and October 1<sup>st</sup>.



## **Metro Milwaukee SHRM ANNUAL PARTNERSHIP PROGRAM**

Metro Milwaukee SHRM is pleased to offer our **Annual Partnership Program**. Use this form to participate in this opportunity. *A Sponsorship and Advertising Program is available to secure for additional sponsorship and advertising opportunities throughout the year*

**Submit completed form, payment and artwork to:**

MM SHRM  
P.O. Box 833  
Germantown, WI 53022

Phone: (888) 782-6815  
Fax: (888) 287-4116  
office@mshrm.org

**Please provide the following information:**

Company Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Contact E-mail: \_\_\_\_\_  
Contact Phone #: \_\_\_\_\_  
Free Membership  
Goes to- Name: \_\_\_\_\_  
Free Membership  
Contact E-mail: \_\_\_\_\_  
Date: \_\_\_\_\_

\_\_\_\_\_ **Gold (\$2,500)**    \_\_\_\_\_ **Silver (\$1,500)**    \_\_\_\_\_ **Bronze (\$1,000)**

**Application AND payment must be received with this form or, if you choose to be invoiced, no later than 30 days after submitting the form. Please indicate your preference for payment:**

- \_\_\_\_\_ Check enclosed (payable to Metro Milwaukee SHRM).
- \_\_\_\_\_ Invoice me (payment due within 30 days).
- \_\_\_\_\_ Credit Card.

Name on Card (Print): \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ CSC#: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

***Opportunities Are Limited and Available First Come, First Serve***