

Inland Northwest
Society of Human
Resource Management



2019 Sponsorship Opportunities



"Serving our professional members with comprehensive training, advancing the human resources profession, and ensuring HR is viewed as an essential and effective partner in organizational strategy."



Who is INSHRM?

Founded in 1939, the Inland Northwest Society of Human Resource Management (INSHRM) is the Spokane chapter of the Society for Human Resource Management (SHRM). In 2019 we will celebrate our 80th association anniversary! As you can see, we have lots to celebrate:

- INSHRM is now the second largest SHRM chapter in Washington
- Our current membership is just over 500
- We continue to expand and are planning over 20 events in 2019 for our members

We are excited to share with sponsors some newly available opportunities to showcase your organization to the greater Spokane and North Idaho HR communities. Partnering with INSHRM provides your organization with access to some of the best and brightest in the HR field.

Our sponsors — just like our members — represent a variety of industries and specialties. Available to you are several sponsorship options so you can find the one that's right for you — whether your goal is to build new prospects, strengthen relationships with existing customers, or simply to build brand recognition in the communities where our members work.

Who are members?

While we are affiliated with SHRM, our chapter operates independently and has a unique member base of more than 500 people, representing HR professionals at all levels from companies of all sizes. Here's a quick snapshot of our members — and your potential customers or partners:

- 72% of our members are HR practitioners
- 5% of our members are students
- 7% of our members are in job transition or retired
- 16% of our members are affiliates, which means they provide HR practitioners with a product or service

What do they do?


- 8% are CHROs and Vice Presidents
- 21% are Directors
- 30% are Managers
- 41% are Generalists, Recruiters, Analysts, and Payroll

What opportunities are available for your company?

You will see on the following pages that we offer a wide variety of opportunities — you can choose from all-inclusive ANNUAL SPONSORSHIP PACKAGES or CUSTOM à la carte Sponsorships — designed to help in meeting your objectives and budget.

2019 Annual Sponsorship Packages

To receive the highest visibility at INSHRM events and on our website, plus save money, consider purchasing one of our annual sponsorship packages. These sponsorships are limited so act quickly as they are offered on a first come, first served basis! For more detail about the benefits offered for of each sponsorship level, please see descriptions on the following pages.

|  | PREMIUM 3 Available | STANDARD 3 Available | VALUE Unlimited |
|---|---------------------------------------|---------------------------------------|------------------------------------|
| | \$5,100 \$8,150 value | \$3,400 \$5,200 value | \$1,450 \$1,750 value |
| Approximate savings | Over 35% savings | Over 25% savings | Over 10% savings |
| Monthly Luncheon Sponsorship | ✓ 2 luncheons \$750 value for each | ✓ 2 luncheons \$400 value for each | ✓ 1 luncheon \$250 value |
| Annual Legal Update Sponsorship | ✓ \$1,250 value | ✓ \$750 value | ✓ \$300 value |
| Annual Holiday Party Table Sponsorship | ✓ \$500 value | ✓ \$500 value | |
| Webinar Presentation – Your Choice of Topic | ✓ 3 webinars \$250 value for each | ✓ 2 webinars \$250 value for each | |
| Website Banner Ad | ✓ 6 months \$250 value for each | ✓ 3 months \$250 value for each | ✓ 2 months \$250 value for each |
| Logo Advertising on Social Media Channels for each Sponsored event * | ✓ 8 events \$250 value for each | ✓ 7 events \$250 value for each | ✓ 3 events \$250 value for each |
| New Member & Volunteer Events | ✓ \$250 value | ✓ \$250 value | ✓ \$150 value |
| Online Service Directory | ✓ \$150 value | ✓ \$150 value | ✓ \$150 value |

CUSTOM SPONSORSHIPS

If our Annual Sponsorship Packages are not meeting your objectives or are outside your budget, we would welcome talking with you about designing a custom sponsorship package. Please contact Ashley Bottorff, 509.842.5074.

** This option is reserved for Event Sponsors only and cannot be purchased à la carte.*

2019 Sponsorship Opportunity Descriptions

Like our members, our sponsors come from a mix of industries and specialties. To meet your objectives, we offer several sponsorship options so you may find the one that's the right fit for you. Check out the details on the following types of chapter programs available throughout the year.

MONTHLY LUNCHEONS (6)

Meetings are held in January, March, April, June, October and November. They are typically 90 minutes, including a 60 minute presentation. Topics vary and attendance is usually 100 to 175 attendees.

Premium (\$750) – 1 sponsor maximum per meeting

- Four-minute presentation about your business.
- Recognition by leader from the podium and logo recognition during meeting announcements.
- Three complimentary registrations.
- Table near registration for marketing materials & option to offer a raffle drawing.
- Opportunity to place collateral at each seat.

Standard (\$400) – 2 sponsor maximum per meeting

- One-minute presentation about your business.
- Recognition by leader from the podium and logo recognition during meeting announcements.
- One complimentary luncheon registration.
- Table near registration for marketing materials & option to offer a raffle drawing.

Value (\$250)

- Recognition by leader from the podium and logo recognition during meeting announcements.
- One complimentary luncheon registration.
- Table near registration for marketing materials & option to offer a raffle drawing.

HEALTHCARE CONFERENCE

*** SPONSORSHIP FOR THIS EVENT IS AVAILABLE FOR ALA CARTE PURCHASE ONLY**

This is a full day event comprised of multiple presentations focused on components, costs, consumerism and strategy as it relates to employer sponsored healthcare in Spokane. Attendees average 125.

Event Sponsor (\$500)

- Company recognition by leader from the podium
- Logo recognition during event announcements and on all advertising for the event
- Two complimentary registration
- Table near registration for marketing materials & option to offer a raffle drawing.

** This event is not included in the Annual Sponsorship Packages and is only available for purchase ala carte'*

ANNUAL LEGAL UPDATE

This highly anticipated full day event is held in September and has a large number of attendees, ranging from 150 to 220 HR professionals.

Premium (\$1,250) – 3 sponsor maximum

- Four-minute presentation about your business.
- Recognition by leader from the podium and logo recognition during meeting announcements.
- Three complimentary registrations.
- Table near registration for marketing materials & option to offer a raffle drawing.
- Opportunity to place collateral at each seat.

Standard (\$750)

- One-minute presentation about your business.
- Recognition by leader from the podium and logo recognition during meeting announcements.
- One complimentary registration.
- Table for marketing materials & option to offer a raffle drawing.

Value (\$400)

- Recognition by leader from the podium and logo recognition during meeting announcements.
- One complimentary registration.
- Table for marketing materials & option to offer a raffle drawing.

ANNUAL HOLIDAY PARTY

The venue for this popular and fun networking event changes each year.

Primary (\$2,000) - 1 available

- Table of 8 included or equivalent.
- Logo and verbal recognition during event.
- 3-minute introduction from podium at conference keynote.
- Sponsor can provide tablecloth with logo or name for check-in table.

Table Sponsor (\$500)

- Reserved table with eight seats for your guests.
- Logo and verbal recognition during event.
- Table signage with organization name.



2019 Sponsorship Opportunity Descriptions

LOGO ADVERTISING ON INSHRM'S SOCIAL MEDIA

Advertising your company's logo on event postings on INSHRM's Social Media channels is an excellent way to gain exposure and create brand awareness among hundreds of local HR and Business Professionals.

This option is reserved for Event Sponsors only

Social Media Statistics

- Per Monthly Luncheon event our Facebook marketing reaches on average 1,400 local HR and Business Professionals.
- For larger events our Facebook marketing reach ranges anywhere between 1,800 – 3,500 local HR and Business Professionals
- INSHRM's actively growing LinkedIn Group consists of approx. 400 local HR Professionals
- Our Social Media channels are currently not restricted to INSHRM members (active or inactive) so all numbers are including INSHRM Members and Non-Members.
- We are looking to expand our Social Media network to Instagram and Twitter in 2019

WEBSITE BANNER ADS

Ads on the INSHRM web site help create awareness of your organization with HR. Banner and sidebar ads rotate continuously and include a link to your website.

Ads (\$250 per month)

- Premium placement of your ad. Size specifications will be provided.

ONLINE SERVICE DIRECTORY

List your company in our online service directory, which members can access when looking for products and services in a variety of areas.

Directory Listing (\$150)

- Listing includes company information up to 100 characters, contact information, logo with link and selection of up to four (4) HR service categories.

WEBINAR PRESENTATION

You choose the topic for a 60-minute presentation and once approved, INSHRM provides the technology to link attendees by phone and internet. Webinar participation is complimentary to INSHRM members and typically there are 45 to 125 attendees.

Webinar (\$250)

- Six weeks prior to webinar, sponsor provides topic description and speaker biography.
- INSHRM provides promotion, registration, and coordination of the webinar and submits for recertification credits.
- Sponsor receives pre-event recognition and publicity.
- Sponsor receives post-event attendee list and questions (excluding email address and telephone numbers).
- Webinars occur the third Thursday of each month and are offered on a first-come, first-served basis.

CUSTOM SPONSORSHIPS

If our Annual Sponsorship Packages won't meet your objectives or are outside your budget, we would welcome talking with you about designing a Custom Sponsorship.

CONTACT AND QUESTIONS

For questions about event sponsorship, custom packages or advertising, please email ashley.bottorff@roberthalf.com or contact Ashley Bottorff, 509.842.5074.

