



**WESTCHESTER HUMAN RESOURCE MANAGEMENT ASSOCIATION
("WHRMA")**

PAID SPONSOR GUIDELINES

Updated November 2014

WHRMA Sponsor/HR Partner Opportunities

Dear Sponsor/Partner:

WHRMA is pleased that you are considering a marketing opportunity with us. WHRMA offers you and your company many ways to communicate your services and products to our membership and the greater HR community, which consists of human resource professionals who are interested in knowing what you have to offer.

To become a WHRMA HR Partner, please download and complete the Sponsor Request form. Questions about becoming one of our HR Partners may be directed to our Program Chair/Co-Chairs: Grant Schneider (grant@pdstrategies.com); Julia Nesbitt (jnesbitt@ywcawpcw.org); or Laura Simonelli (laura.simonelli@adp.com). Please consider the following sponsorship opportunities. We look forward to working with you.

WHRMA Meeting Sponsor

Vendors may support a chapter meeting or social event and market their services and products through a paid sponsorship opportunity.

Fee: \$750 per chapter meeting

What the Sponsor Receives:

- Acknowledgement of sponsor in program announcements and in email blasts related to the specific program being sponsored.
- Introduction of sponsor to meeting attendees by the meeting host
- Two complimentary guests at the meeting (includes meal).
- Skirted display table for literature in a designated area outside of the meeting room.
- Ten minute speaking opportunity prior to the start of the meeting program. This sponsor engagement must be limited to the ten minute timeframe to avoid delays with starting the program speaker.
- Contact list of meeting attendees provided to the sponsor.

WHRMA does not allow direct solicitation during the meeting and speaker.

Vendor Display Table

Vendors may exhibit literature, provide handouts and promote their services and products to meeting attendees at a display table. There are a limited number of display table spaces available outside of the meeting room. Spaces will be assigned on a first come basis.

Fee: \$150 per meeting (limit of one table per sponsor)

What the Sponsor Receives:

- One skirted display table for literature in a designated area outside of the meeting room
- One complimentary guest at the meeting (includes meal)

WHRMA Website Advertisement

Vendors may market their services and products through an advertisement on WHRMA's website. The vendor is listed under our "HR Partners" section on WHRMA's website (www.whrma.org).

Fee: 6 Months \$300
12 Months \$500

What the Sponsor Receives:

- All web advertisements will appear on WHRMA's "HR Partners Directory" web page, which is easily assessable from the home page.
- All advertisements will display the following:
 - company logo and web address (active link)
 - contact name and phone number
 - summary of business (1-3 lines maximum)
- Sponsor's logo should be provided in a JPEG format.

To post your event on our calendar with a link to the announcement and/or registration information the fee is a \$300 per month.

WHRMA Member Program Announcement Advertising

Vendors may market their services and products through an advertisement in WHRMA's member program announcements. We will size the ad accordingly to fit on our program announcement.

Fees:

Ad Per Month: \$75

We will include your ad in all member program announcements sent out for that particular monthly program, with a minimum of three (3) email blasts being sent to our membership.

Ad for Full Year: \$600

We will include your ad in *all* member program announcements sent out for the full calendar year. We typically hold 10 breakfast programs per year.

What the Sponsor Receives:

- All breakfast program announcements will be emailed to WHRMA's active members.
- All advertisements should be camera ready art if available. Electronic transfer of advertisement is preferred.
- Sponsor's logo should be provided in a JPEG format.

WHRMA Newsletter Ads:

We strive to provide relevant and useful information to our members via an electronic newsletter. Included in that newsletter will be a variety of information geared for the HR professional, core leadership area updates, NYS SHRM updates and SHRM National updates. In addition, WHRMA will provide information to the membership regarding events, classes, programs offered by other organizations that fulfill the Chapter's purpose as outlined in the Chapter Bylaws. The bylaws that apply in this area are:

1. To provide a forum for the personal and professional development of our members;
2. To provide an opportunity to develop leadership, managerial, public speaking, and group decision making skills;
3. To provide an arena for the development of trust relationships where common problems can be discussed and deliberated;
4. To provide an opportunity to focus on current human resource management issues of importance to our members;
5. To provide a focus for legislative attention to state and national human resource management issues; and
6. To provide valuable information gathering and disseminating channels.

This newsletter goes out to over 300 individuals. Vendors and businesses can advertise their services or products in WHRMA's Newsletter, provided the above objectives are met. The Communications Chair will have the final discretion as to what will be included in the newsletter. If there are any questions, the Chapter President will be consulted.

Additionally, if there is a program that we feel does not meet our main objective(s) to our members, a vendor or business can pay to advertise an upcoming program as well.

WHRMA newsletters are a digital format and are distributed to WHRMA members and others as deemed appropriate by the Communications Chair or Board of WHRMA.

Ad fees per newsletter are as follows:

Sidebar Ad: \$550 per year (\$50 per month for 11 months)

Bottom Page Ads: \$385 per year (\$35 per month for 11 months)

WHRMA Sponsor/HR Partner Guidelines

The services and products offered to meeting attendees and general chapter membership must be of potential interest and benefit to our members in their roles as HR professionals.

We are a group of HR professionals who maintain high standards of professional and personal conduct. Please ensure that your services or products can help us achieve this standard.

When interest is expressed in your services or products please follow-up; however, if there is no interest please respect that decision. Mass or individual solicitation during the meeting is prohibited.

Non-Solicitation Policy

Solicitation during a chapter meeting is prohibited unless approved by the board in advance of the meeting. Meeting and vendor table sponsors are allowed to display product literature in areas designated by WHRMA. Sponsors may solicit attendees that approach their display table and who inquire about their products and services.

Use of WHRMA Logo by Sponsor

A paid sponsor may not use the WHRMA logo or affiliation with WHRMA without prior consent from the Board.

Cancellation Policy

With respect to a meeting sponsor or vendor display, in the event that a paid sponsor cancelled a scheduled meeting in advance, the sponsor and WHRMA will accommodate an alternative meeting date based on availability.



WHRMA Sponsor/HR Partner Request

A request for sponsorship, which includes advertising, must be in writing and approved by WHRMA. Payment must be made prior to the meeting or placement of advertisement. Payment can be made by check. Checks should be made payable to *WHRMA*. Payment is non-refundable. Please complete the following information and return the form by email as to one of the following:

Grant Schneider
 Programs Chair
grant@pdstrategies.com

Julia Nesbitt
 Programs Co-Chair
jnesbitt@ywcawpcw.org

Laura Simonelli
 Programs Co-Chair
laura.simonelli@adp.com

Sponsor Information

Company Name:		
Contact Name:	Title:	
Billing Address:		
City:	State:	ZIP:
Phone: (Primary)	(Secondary)	
Business Summary (Three lines maximum):		

Types of WHRMA Sponsorships (Select):

<input type="checkbox"/> Meeting Sponsor	Date: _____	(Optional)
<input type="checkbox"/> Web Advertisement	<input type="checkbox"/> 6 Months	<input type="checkbox"/> 12 Months
<input type="checkbox"/> Member Program Announcements	<input type="checkbox"/> One Month	<input type="checkbox"/> Full Year <input type="checkbox"/>
<input type="checkbox"/> Newsletter Ad:	<input type="checkbox"/> Side Bar	<input type="checkbox"/> Bottom Page
<input type="checkbox"/> Display Table		

By signing, I acknowledge and understand the **WHRMA Sponsor/HR Partner Opportunities** and **WHRMA Sponsor/HR Partner Guidelines** as set forth on the WHRMA website. I agree to make full payment 30 days prior to any chapter meeting or advertisement unless other arrangements have been made through WHRMA.

Print Name: _____

Signature: _____ Date: _____