



BSHRM
rethink. revive. respect.



2020 SPONSORSHIP GUIDE

The Birmingham Society for Human Resource Management (BSHRM) is the local affiliate of National SHRM, the world's largest association devoted to human resource professionals throughout the world. BSHRM was founded in 1943 and currently is made up of a constituency of over 2,500 active HR professionals.

CHAPTER DEMOGRAPHICS



CHAPTER PARTNERSHIP PROGRAM

All Annual Chapter partners receive:

- Exclusive positioning in their leading product offering
- Continual recognition on website and live programming
- Recognition from the podium at chapter programs
- Exhibitor booth space at all chapter hosted events
- Two (2) associate memberships of the chapter with membership access to the chapter website and invitation to chapter's LinkedIn group
- Two (2) representatives admitted to all programming including meal service
- Brand integrated into all promotional media including website footer, email footer, slide decks, and program collateral
- Distribution of an email about your firm and offerings annually

2020 PROGRAM CALENDAR

January Kick-off Social @ The Wine Loft	January 30	5:00 - 7:30 PM
Love Languages for Employees @ The Club	February 12	11:00 AM
Diversity: Generational, Age, Sex, Sexual Orientation @ The Club	March 11	11:30 AM
2020 Legal Update @ The Birmingham Marriott	April 8	8:00 AM
I/O PROGRAM @ The Club	July 8	11:30 AM
2020 Compensation and Benefits Workshop @ The Club	August 12	9:00 AM
Growth Mindset with Ron Lamb, CEO of Daxko @ The Club	September 9	11:30 AM
October Horror Stories @ The Perfect Note	October 27	5:30 - 7:30 PM
November- Active Shooter Training @ The Club	November 11	11:30 AM
December Social	December 3	5:30 - 7:30 PM

CHAPTER PROGRAM OPPORTUNITIES

Sponsor

\$2,000/event

- Three minute pitch to the audience during the meal service
- 6' Skirted exhibitor table to showcase your company at a single sponsored event
- 4 attendance reservations for representatives of your company
- Display Retractable Banner near the podium
- Company logo on all event marketing materials and program slides
- Additional attendance of your company representatives will be offered at our member rate

Exhibitor

\$750/event

- 6' Skirted exhibitor table to showcase your company
- 2 attendance reservations for representatives of your company
- Recognition of company from the podium with an optional door prize drawing
- Additional attendance of your company representatives will be offered at our member rate

CHAPTER COMMUNICATION OPPORTUNITIES

Printed Mailing Labels **\$500/distribution**

Event attendee list labels printed, mailed and approved for one use.

E-Mail Distribution **\$500/distribution**

BSHRM will send your exclusive corporate email to all members on your behalf. All content is subject to BSHRM Board approval.

E-Newsletter Advertising **\$100/distribution**

Your corporate logo and information will be included in one or more of the monthly e-newsletters that will be sent to all BSHRM members

RESERVE YOUR SPOT TODAY!

BSHRM connects you with prospects impossible to find, much less reach, on your own. Take advantage of the opportunity to be a part of BSHRM this year and advertise, exhibit, or become a partner.

For more information about becoming a chapter partner, sponsors, exhibitor, or advertiser contact us by email at admin@bshrm.org or phone at (205) 319-1311.