

Inland Northwest  
Society of Human  
Resource Management



## ***2021 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 2021 we will celebrate our 82nd association anniversary! As you can see, we have lots to celebrate:

- INSHRM is the second largest SHRM chapter in Washington
- Our current membership is just over 500 members
- We continue to expand and are planning over 10 events in 2021 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?***

Typically we offer sponsorship packages but for 2021 with uncertainty on if and when our events will be back in person or stay virtual for the year, we will instead be offering à la carte Sponsorships and packages — designed to help in meeting your objectives and budget.

# 2021 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)

In 2021, meetings will be held virtually in February, April, May and June, and we are hopeful for in person events come for our fall October and November meetings. They are typically 90 minutes, including a 60 minute presentation. Topics vary and attendance is usually 40 to 50 attendees virtually or 140 for in person events.

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

- Four-minute presentation about your business.
- Recognition by leader and logo recognition during meeting announcements.
- Three complimentary registrations.
- Option to offer a raffle drawing.
- Table near registration for marketing materials & option to offer a raffle drawing. (In Person Only)

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

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

### Value (\$250)

- Recognition by leader and logo recognition during meeting announcements.
- One complimentary luncheon registration.
- Table near registration for marketing materials & option to offer a raffle drawing. (In Person Only)

## ANNUAL HOLIDAY PARTY

The venue for this popular and fun networking event changes each year. With 2021 being up in the air, we are unsure if this event will be virtual or in person, sponsorship opportunities will be announced closer to the event. Fingers crossed for in person!

## ANNUAL BUSINESS FORUM

This highly anticipated event is held in April and has a large number of attendees, ranging from 150 to 250 HR and Executive professionals. INSHRM partners with the local EWI chapter (Executive Women International) for this event!

## LEGAL CONFERENCE

This is a half day event and for 2021 we have SHRM CEO Johnny C. Taylor Booked! Attendees average 200.

### Premium (\$1,250) – 3 sponsor maximum

- Four-minute presentation about your business.
- Recognition by leader and logo recognition during meeting announcements.
- Three complimentary registrations.
- Table near registration for marketing materials & option to offer a raffle drawing, if in person.
- Opportunity to place collateral at each seat. (In Person Only)

### 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. (In Person Only)

### 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. (In Person Only)

# 2021 Sponsorship Opportunity Descriptions

## LOGO ADVERTISING ON INSHRM's SOCIAL MEDIA

Advertising of 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.

## 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 (\$500)

- 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 [sponsorships@inshrm.org](mailto:sponsorships@inshrm.org)

