

# 2023

# SPONSORSHIP PACKAGES

LANCASTER  
**SHRM**  
Society for Human Resource Management



AFFILIATE OF  
**SHRM**  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT

[lancastershrm.org](http://lancastershrm.org)  
 [sponsorship@lancastershrm.org](mailto:sponsorship@lancastershrm.org)

**Package Includes:**

- Sponsor Name and Logo:
  - LSHRM Website
  - Monthly Newsletters (12)
  - E-blasts (40+)
  - Breakfast Program Slide Deck
  - Conference Slide Deck
- Recognition on LSHRM Social Media
- Add events to LSHRM calendar
- Email sent out on behalf of sponsor to membership
- One Banner Advertisement on Monthly Newsletter
- One Feature in Newsletter
- Greeter at breakfast meeting
  - More interaction with members!

- Table at Spring and Fall Conferences
- 2 Attendees to Conference
- Name on punch card for attendees to visit to win raffle prizes
- Ability to hold raffle during conference

- Table at breakfast month of choice
- 2 Attendees to Breakfast
- Address attendees for two minutes

- 3 minutes to address attendees
  - Spring and Fall Conference

- Table at each breakfast meeting (9 in total)
- 2 yearlong memberships
- Sticker of logo on attendees name tags
- 1-2 minutes to address membership
  - 2 breakfast meetings
- Add 3 company events on LSHRM calendar
- Logo on Podium
- 2 emails sent out on behalf of sponsor to membership
- Recognition on social media
  - 2 times per year

## Monthly Breakfast

Gold, Silver, and Bronze Packages are based on projected attendance.

- **Gold: \$2,000**
  - March or December
- **Silver: \$1,500**
  - January, February, May, October, or November
- **Bronze: \$750**
  - June or July

## Conference \$1,000

## Diamond \$2,500

## Platinum \$5,000

|   | Gold | Silver | Diamond | Platinum |
|---|------|--------|---------|----------|
| <ul style="list-style-type: none"> <li>• Sponsor Name and Logo:                             <ul style="list-style-type: none"> <li>◦ LSHRM Website</li> <li>◦ Monthly Newsletters (12)</li> <li>◦ E-blasts (40+)</li> <li>◦ Breakfast Program Slide Deck</li> <li>◦ Conference Slide Deck</li> </ul> </li> <li>• Recognition on LSHRM Social Media</li> <li>• Add events to LSHRM calendar</li> <li>• Email sent out on behalf of sponsor to membership</li> <li>• One Banner Advertisement on Monthly Newsletter</li> <li>• One Feature in Newsletter</li> <li>• Greeter at breakfast meeting                                     <ul style="list-style-type: none"> <li>◦ More interaction with members!</li> </ul> </li> </ul> | ✓    | ✓      | ✓       | ✓        |
| <ul style="list-style-type: none"> <li>• Table at Spring and Fall Conferences</li> <li>• 2 Attendees to Conference</li> <li>• Name on punch card for attendees to visit to win raffle prizes</li> <li>• Ability to hold raffle during conference</li> </ul>   | ✓    |        | ✓       | ✓        |
| <ul style="list-style-type: none"> <li>• Table at breakfast month of choice</li> <li>• 2 Attendees to Breakfast</li> <li>• Address attendees for two minutes</li> </ul>   | ✓    | ✓      |         |          |
| <ul style="list-style-type: none"> <li>• 3 minutes to address attendees                             <ul style="list-style-type: none"> <li>◦ Spring and Fall Conference</li> </ul> </li> </ul>  |      |        | ✓       | ✓        |
| <ul style="list-style-type: none"> <li>• Table at each breakfast meeting (9 in total)</li> <li>• 2 yearlong memberships</li> <li>• Sticker of logo on attendees name tags</li> <li>• 1-2 minutes to address membership                             <ul style="list-style-type: none"> <li>◦ 2 breakfast meetings</li> </ul> </li> <li>• Add 3 company events on LSHRM calendar</li> <li>• Logo on Podium</li> <li>• 2 emails sent out on behalf of sponsor to membership</li> <li>• Recognition on social media                             <ul style="list-style-type: none"> <li>◦ 2 times per year</li> </ul> </li> </ul>  |      |        |         | ✓        |