

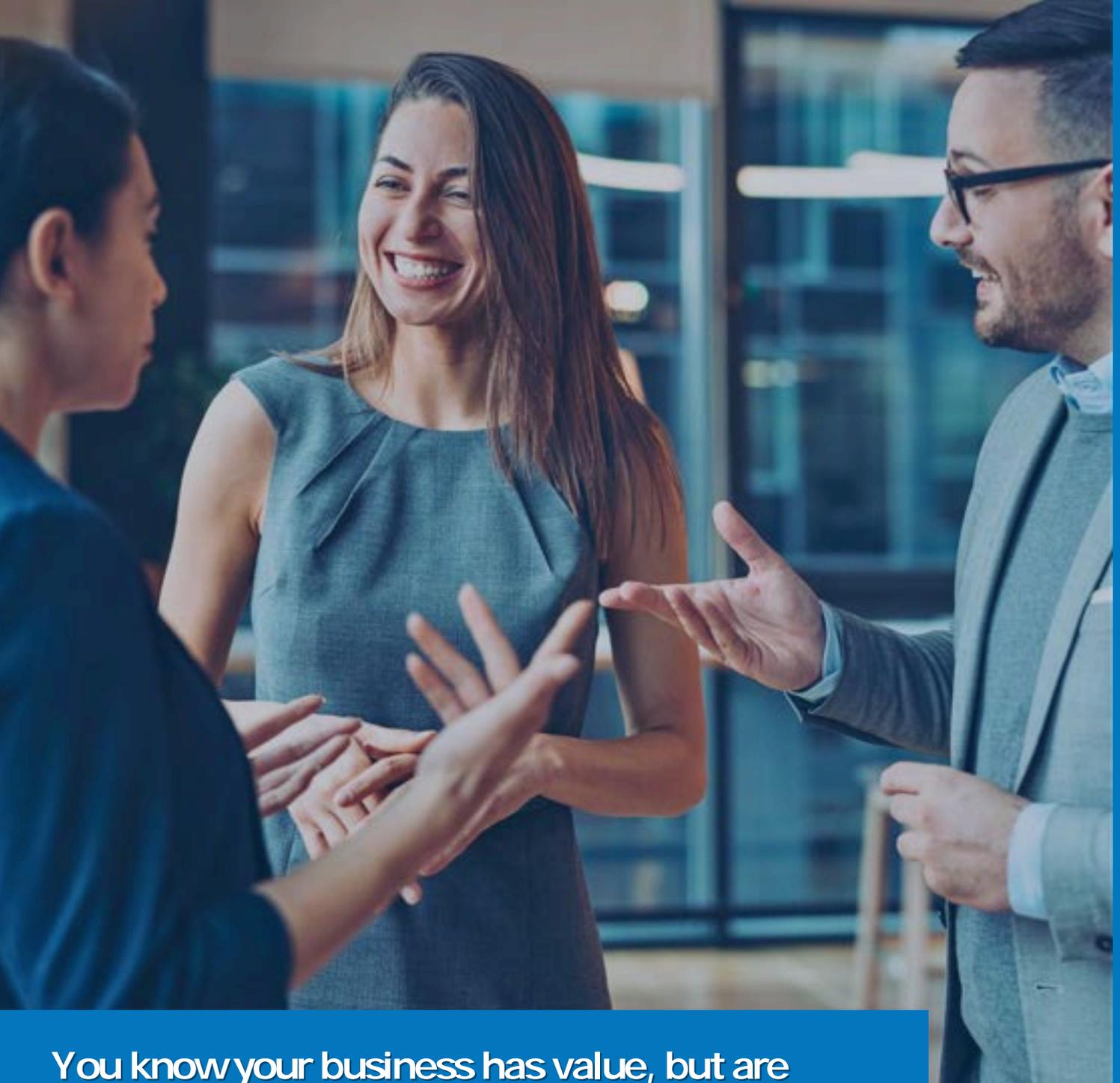


Salt Lake

Partner with Salt  
Lake SHRM:

**Build Influence,  
Gain Visibility,  
Grow Your Brand**





**You know your business has value, but are you reaching the right audience?**

HR professionals control hiring, benefits, and business operations decisions—but without the right connections, it's easy to get overlooked.

**How do you cut through the noise and get in front of the decision-makers who matter?**

## What Happens When You Sponsor with Salt Lake SHRM?



Your brand is seen as a trusted partner in the HR community



You build lasting relationships with key decision-makers



Your business gets in front of the right people, without wasting marketing dollars



## By The Numbers

**700+**

Members



**60+**

Events in 2024



**500+**

Employment Law Symposium Attendees



# Elevate Your Brand

Without direct relationships with HR leaders, businesses struggle to break into the corporate conversation. The SL SHRM chapter has long-standing relationships with its sponsors. Chapter leadership works the SL SHRM sponsors to create business and brand awareness among our members. SL SHRM chapter is comprised of over 700 members and our members span all levels and disciplines within the human resources function.

SL SHRM offers best-in-class in person and electronic opportunities for businesses to share more about themselves with our members. We aim to develop long-term symbiotic relationships with our sponsors.



## Expand Your Reach

Engage with  
Decision Makers

Serve The HR  
Community

Share Your  
Company's Value

# Sponsorship Packages

\$13,700 Value

\$7,700 Value

\$3,700 Value

Platinum Partner

Gold Partner

Silver Partner

Events	Platinum Partner	Gold Partner	Silver Partner
Employment Law Symposium (\$2,000 Value)	✓	✓	✓
Discounted Benefits & 401(k) Summit (\$200 Value)	✓	✓	✓
After Hours (\$1,000 Value)	2	1	×
Professional Development Meeting (PDM) (\$1,000)	✓	✓	×
Branding Placement			
Salt Lake SHRM Sponsorship Page (\$1,000 Value)	✓	✓	✓
Ask a Lawyer Logo Placement (\$900 Value)	✓	✓	×
PDM Sponsorship Slides (\$1,500 Value)	✓	×	×
Salt Lake SHRM Home Page (\$2,500 Value)	✓	×	×
Outreach			
EBlast (\$500 Value)	2	1	1
Social Media Marketing Post (\$600 Value)	✓	✓	×
Scholarship Donation Recognition (\$500 Value)	✓	✓	×
SHRM Foundation Donation Recognition (\$500 Value)	✓	×	×
Total Cost	<b>\$10,000</b> 3 Available	<b>\$6,500</b> 3 Available	<b>\$3,000</b> 3 Available

## One-Time Spotlight

Sponsorship	Cost	Description
eBlast	\$500 \$1,750 (4 pack)	<ul style="list-style-type: none"> <li>One-Time Email about Your Company/Product/Event Sent to Our Members</li> </ul>
Monthly Professional Development (PDM)	\$1,000	<ul style="list-style-type: none"> <li>Exhibitor Table at Monthly Professional Development Meeting</li> <li>5 Minutes of Podium Time at the Monthly PDM</li> <li>Hyperlinked Sponsor Logo on the SLSHRM Homepage</li> <li>One eBlast Message About Your Company</li> </ul>
Employment Law Symposium (ELS)\ Benefits & 401(k) Summit	\$2,000\ \$1,200	<ul style="list-style-type: none"> <li>Exhibitor Table</li> <li>2 Vendor Badges and Meal Tickets</li> <li>Networking throughout the event</li> <li>A conference discount code for your clients/prospects</li> <li>Participation in a thank you e-blast to all SL SHRM Members (700+ members)</li> </ul>

# Sponsorship Details



## Professional Development Meetings (Monthly)

- Exhibitor table at a 100+ HR professional event
- 5 minutes of podium time
- Hyperlinked sponsor logo on SL SHRM homepage
- One e-blast to 700+ members
- Two complimentary meals

## eBlasts

- Customized email message to 700+ active professionals
- Perfect for product launches, events, and services
- Flexible timing



## Employment Law Symposium Benefits & 401(k) Summit (Annual)

- Premium events with hundreds of HR leaders in attendance
- Exhibitor table + two vendor badges + two meals
- Exclusive networking opportunities
- Participation in Thank You e-blast to 700+ members



## Secure Your Sponsorship Today!

Spots are limited—reserve yours today!

**Phone:** 908-789-0700

**Address:** PO Box 1919 West  
Jordan, UT 84088

**Email:** [sponsor@slshrm.org](mailto:sponsor@slshrm.org)

**Website:** [www.slshrm.org](http://www.slshrm.org)