



Marketing/Advertising Application – 2011/2012

Please complete & fax, mail or e-mail to:

HRMA St. Louis
1693 S. Hanley Rd.
St. Louis, MO 63144
(314) 892-7994 phone
(314) 845-1891 fax
hrma@hrmastl.org
www.hrmastl.org

Please Type or Print Clearly

Contact

Company

Address

City, State, ZIP

Telephone

Fax

Email Address

Method of Payment

___ Check Enclosed

___ Visa ___ Mastercard ___ Discover ___ AmEx

Credit Card # _____

Expiration Date: _____

Amount to Charge: _____

Name on Card

Signature

WE NOW HAVE CORPORATE PARTNERSHIP PACKAGES TO ENHANCE YOUR SPONSORSHIP EXPERIENCE.

Program Sponsorship

Included in sponsorship:

- 3 minutes during the meeting to address the group
- Booth at the registration area to set up materials
- Collateral may be placed on each chair
- Logo on electronic meeting notices

Member	Non-Member
_____ \$450	_____ \$550

*Limit two per meeting, non competitors

Months Available: *Sept, Oct, Nov, Jan, Feb, Mar, Apr*
(first come, first serve – circle preference)

Additional meal tickets may be purchased for the following:

Dinner Meetings	_____ x\$60.00
Breakfast Meetings	_____ x\$35.00

New Member Orientation Sponsorship

Included in sponsorship:

- Logo on electronic meeting notices
 - 3 minutes during the event to address the group
 - Collateral may be distributed
- _____ \$250 October 2010 or April 2011

Website

Banner Ads (limit 5 per page)

_____ Home Page	\$250
_____ Career Center Page	\$195
_____ Programs Page	\$195

Newsletter Advertising

Horizontal Banner

_____ \$200 One issue
_____ \$500 Three issues
_____ \$1000 Six issues

Vertical Ad

_____ \$100 One Issue
_____ \$250 Three Issues
_____ \$500 Six Issues

Membership Referral Contest Sponsor

Included in sponsorship:

- Logo on flyers distributed at each meeting and on website
 - Sponsorship mentioned from the podium at each meeting
- _____ \$300 (limit two non-competing sponsors)

Business Partner Directory Listing

Company name, description, and website link listed in a directory of Business Partners who provide services to the Human Resources community.

_____ \$50 Member

Corporate Partnership Package*

_____ Premier	\$3250
_____ Key	\$1950
_____ Supporting	\$1250

*You will be contacted by the office for fulfillment details

Corporate Partnerships, 2011-2012

As we head into the 2011-2012 membership year, HRMA is offering new opportunities for business partners to reach our members with our new strategic partnerships. These partnerships have been carefully crafted to provide your organization with the channels to develop new and sustain current relationships with our members.

In 2012, HRMA will celebrate 70 years of fostering the professional development of our members. HRMA adds value to the organizations our members represent and the community at large by providing a forum for the exchange of ideas, and providing for the creative leadership and effective management of people. As one of the largest and most vibrant human resource management professional associations, HRMA is committed to the continued education of human resources professionals throughout St. Louis and the surrounding area. Your support of HRMA through corporate partnership will support dynamic educational programming, networking opportunities and community activities to our nearly 550 members.

These new partnerships have been designed to increase your visibility, demonstrate your commitment to serving the HR professional, and enhance your relationships with HRMA members. As such, they afford some flexibility and can be customized to suit your needs. This is a comprehensive approach to reaching our captive audience.

PREMIER PARTNER \$3250

Your company can be an integral part of HRMA for the 2011-2012 membership year. This mutually beneficial relationship will provide you with significant visibility and opportunities to connect with both HRMA members and prospects. This comprehensive level includes touch-points across all areas of programming, communications, and membership:

Membership (1) all meeting fees are included in membership. Meetings offer both networking opportunities and educational content pertinent to the field of HR. Membership also grants access to the HRMA LinkedIn Group, the membership directory, and volunteer opportunities.

Sponsorships

Meeting Sponsorship (1)

Meeting sponsorship of your choice (based on availability.) Meeting sponsors may have a booth at the meeting at which to display collateral and materials, the opportunity to place collateral at each place setting, and three minutes to address the audience.

Average attendance around 200

Membership Referral Contest Sponsor

HRMA rewards members who refer new members to the organization with prizes given via drawing at monthly meetings and a grand prize to the member who refers the most new members. The contest is heavily promoted throughout the year at meetings and on the website.

New Member Reception (1)

Twice annually, HRMA invites new members to enjoy food and beverage and introduction to the various committees that contribute to the success of the organization. The sponsor (and a guest) may attend, bring collateral, and introduce themselves to the group.

Average attendance 30-40

Business Partner Expo, May 2012, booth with preferred location.

Immediately prior to the May meeting, HRMA will once again host the Business Partner expo as a way to familiarize practitioners with the products and services offered by our business partner members.

Summer Symposium Series 2012

Logo on all meeting notices sent to symposiums, opportunity to distribute a piece of collateral at event, and recognition of sponsorship given during program introduction.

Average attendance 35-65

Communications

- Banner Ad – home page of the website for one year
- Newsletter Ad – six issues, vertical
- Business Partner Directory Listing on website – HRMA promotes “members doing business with members”
- Business Partner Spotlight in one issue of the newsletter

Recognition

- Thank you and logo displayed on slides shown prior to meeting
- Thank you from podium at each of 8 monthly meetings
- Recognition of partnership in each newsletter and on website

KEY PARTNER \$1950

Your company can be a significant part of HRMA for the 2011-2012 membership year. This mutually beneficial relationship will provide you with significant visibility and opportunities to connect with both HRMA members and prospects. Included in this level:

Membership (1) all meeting fees are included in membership. Meetings offer both networking opportunities and educational content pertinent to the field of HR. Membership also grants access to the HRMA LinkedIn Group, the membership directory, and volunteer opportunities.

Sponsorships

Meeting Sponsorship (1)

Meeting sponsorship of your choice (based on availability.) Meeting sponsors may have a booth at the meeting at which to display collateral and materials, the opportunity to place collateral at each place setting, and three minutes to address the audience.

Average attendance around 200

New Member Reception (1)

Twice annually, HRMA invites new members to enjoy food and beverage and introduction to the various committees that contribute to the success of the organization. The sponsor (and a guest) may attend, provide collateral, and introduce themselves to the group.

Average attendance 30-40

Business Partner Expo, May 2012, booth

Immediately prior to the May meeting, HRMA will once again host the Business Partner expo as a way to familiarize practitioners with the products and services offered by our business partner members.

Communications

- Banner Ad – program page of the website for one year
- Newsletter Ad – four issues, vertical
- Business Partner Directory Listing on website – HRMA promotes “members doing business with members”
- Business Partner Spotlight in one issue of the newsletter

Recognition

- Thank you and logo displayed on slides shown prior to meeting
- Thank you from podium at each of 8 monthly meetings
- Recognition of partnership in each newsletter and on website

SUPPORTING PARTNER \$1250

Your company can be an important part of HRMA for the 2011-2012 membership year. This mutually beneficial relationship will provide you with significant visibility and opportunities to connect with both HRMA members and prospects. Included in this level:

Membership – all meeting fees are included in membership. Meetings offer both networking opportunities and educational content pertinent to the field of HR. Membership also grants access to the HRMA LinkedIn Group, the membership directory, and volunteer opportunities.

Sponsorships

Meeting Sponsorship – one meeting sponsorship of your choice (based on availability)

Meeting sponsors may have a booth at the meeting at which to display collateral and materials; the opportunity to place collateral at each place setting; and three minutes to address the audience. Average attendance around 200

Business Partner Expo, May 2012, booth - Immediately prior to the May meeting, HRMA will once again host the Business Partner expo as a way to familiarize practitioners with the products and services offered by our business partner members.

Communications

- Banner Ad – program page of the website for one year
- Newsletter Ad – one issue, vertical
- Business Partner Directory Listing on website – HRMA promotes “members doing business with members”

Recognition

- Thank you and logo displayed on slides shown prior to meeting
- Thank you from podium at each of 8 monthly meetings
- Recognition of partnership in each newsletter and on website

Advertisement Specifications

All advertisements must be submitted electronically

Banner Ads

Banner Advertising is found on three pages on the HRMA website: the Home page, Career Center, and Programs page. Banner ads are animated, rotating billboards that provide your ad great exposure. Each advertisement scrolls through every 3-4 seconds. Visit the website for a preview at <http://www.hrmastl.org>. Please submit your artwork and URL (per the specifications) to hrma@hrmastl.org for inclusion. Banner ads must be 480 x 60 PIXELS (w x h) for inclusion. Any ads received that do not meet these specifications will incur additional charges. (Limit 5 ads per page.)

The following file types that will be supported for the website advertising are:

- Photoshop (.PSD)
- JPEG (.JPG)
- TIFF (.TIF)
- GIF (.GIF)
- Adobe PDF (.PDF)

These file types can be created and saved in graphics packages such as Quark, Corel Draw, Illustrator, Fireworks.

Business Partner Directory Listing

The **Business Partner Directory Listing** is accessible from the home page of the HRMA website. Please submit the following information via email to hrma@hrmastl.org:

First and Last Name

Business Title

Company

Business Phone

Email Address

Web Address

Brief description of your business (80 words or less)

Scheduling and Terms of Advertising and Sponsorships

Rates are based on pre-payment and payment must accompany message when submitted. Payment is accepted by check to "HRMA" or by credit card. HRMA St. Louis reserves the right to refuse advertising. Scheduling will be limited to a pre-determined number of companies each month. By submitting this order, the above named company/organization authorizes the Human Resource Management Association of Greater St. Louis to reserve advertising and sponsorship space, and agrees to pay the price indicated and submit copy in the requested format and schedule. Pre-payment by check or credit card is required.

Authorized by: _____ Date: _____

Print Name and Title: _____