



2020 - 2021

DSHRM Event Sponsorship

Detroit Society for Human Resource Management (DSHRM) offers Corporate Sponsorship Opportunities for DSHRM events.

Based on the type of DSHRM event, the Corporate sponsor will be entitled to perks depending on the sponsorship level

- A table of display for their corporate materials to pass out
- A 3 or 5 minute talk before the group
- A chance to give something away or hold a “business card” raffle
- Logo recognition in programs, signage, website and slide loop (if there is one)
- On marketing materials, “This event is brought to you by _____”
- “Spotlight” feature on DSHRM website that is sent to all members

Here is a list of Benefits for each type of event and pricing. Resource Partners receive a 10% discount on the fee schedule below versus non-Resource Partners. Resource Partners also get priority for sponsorships.

DSHRM Sponsorship Opportunities:

Benefits	Webinar	HR Connect	HR Learn
	\$250 (up to 1 sponsor)	\$500 (up to 2 sponsors)	\$1,000 (up to 1 sponsor)
Complimentary tickets to event	3	3	3
Recognition by M.C. at event	X	X	X
Company logo on event website display & on email blasts	X	X	X
Company promotion of sponsorship via social media	X	X	X
Up to 3 minute speech at beginning of event	X	X	
Company materials distributed at event/registration tables			X
Company logo on program/note sheet			X
Recognition on PPT			X
Up to 5 minute speech at beginning of event			X
Table/Booth during networking			X

To sponsor an upcoming event, contact Christie_Hecht@ultimatesoftware.com or 248-229-5125