



2025

Marketing Kit



CONNECTING YOU WITH MORE THAN 450
HR PROFESSIONALS IN CENTRAL IOWA



Central Iowa SHRM



PARTNER WITH US

As a direct affiliate of the Society for Human Resource Management (SHRM), Central Iowa SHRM is able to provide access and professional opportunities to more than 450 HR Professionals in our area.

We are intentional about supporting and developing the HR professional, equipping them to create better workplaces for a better world. As a local starting point for networking, information, and professional development, we look for continued support from our partners to enhance the excellence of Human Resources in all aspects - including DEI, events, trends, solutions, and more.

Your financial support of CI-SHRM is not only an investment in the HR profession, but an opportunity to connect and grow your organization through a targeted market.

We look forward to working together to grow the HR field through your partnership as a sponsor or advertiser! CI-SHRM has restructured several partnership opportunities through sponsorship and advertising options for you to take advantage of - all detailed in the following pages.

ORGANIZATIONAL SPONSORS

Gold Sponsor | \$4,500

- Gold recognition on the CI-SHRM website and in the bi-monthly newsletter
- Company logo displayed on the website banner with a link to your organization's website
- Recognition at all CI-SHRM events
 - Signage at events with sponsor recognition
- Additional opportunities include:
 - Complimentary registration (2) to all member meetings and networking events
 - Quarterly advertisement in the HR Central Newsletter
 - Quarterly advertisement on CI-SHRM's social media (Facebook & LinkedIn)

Silver Sponsor | \$3,000

- Silver recognition with your company logo located on the CI-SHRM website and in the bi-monthly newsletter
- Company logo displayed on both with a link to your organization's website
- Recognition at all CI-SHRM events
 - Signage at events with sponsor recognition
- Additional opportunities include:
 - Complimentary registration (2) to all member meetings and networking events
 - Annual advertisement (1) in the HR Central Newsletter & CI-SHRM's social media (Facebook & LinkedIn)

Bronze Sponsor | \$2,000

- Bronze recognition with your company logo located on the CI-SHRM website & in the bi-monthly newsletter
- Company logo displayed on both with a link to your organization's website
- Recognition at all CI-SHRM events
 - Signage at events with sponsor recognition



VENDOR PARTNER | \$300

For individuals who are not HR professionals, but looking to be part of Central Iowa SHRM.

The directory features Vendor Partners who have a tie to the HR community. Although their affiliation with Central Iowa SHRM does not imply endorsement, Vendor Partners can serve as valuable resources to our members and have demonstrated commitment to Human Resources industry. Their membership helps support our association, and we encourage you to consider them when looking for resources and services.

Vendor Partner Benefits

- Access to our members-only portal with membership directory
- Member registration (1) to all meetings & networking events
- Standard CI-SHRM member benefits
- Vendor listing on website



Scan the QR Code to View the
Current CI-SHRM Vendor
Partner Directory

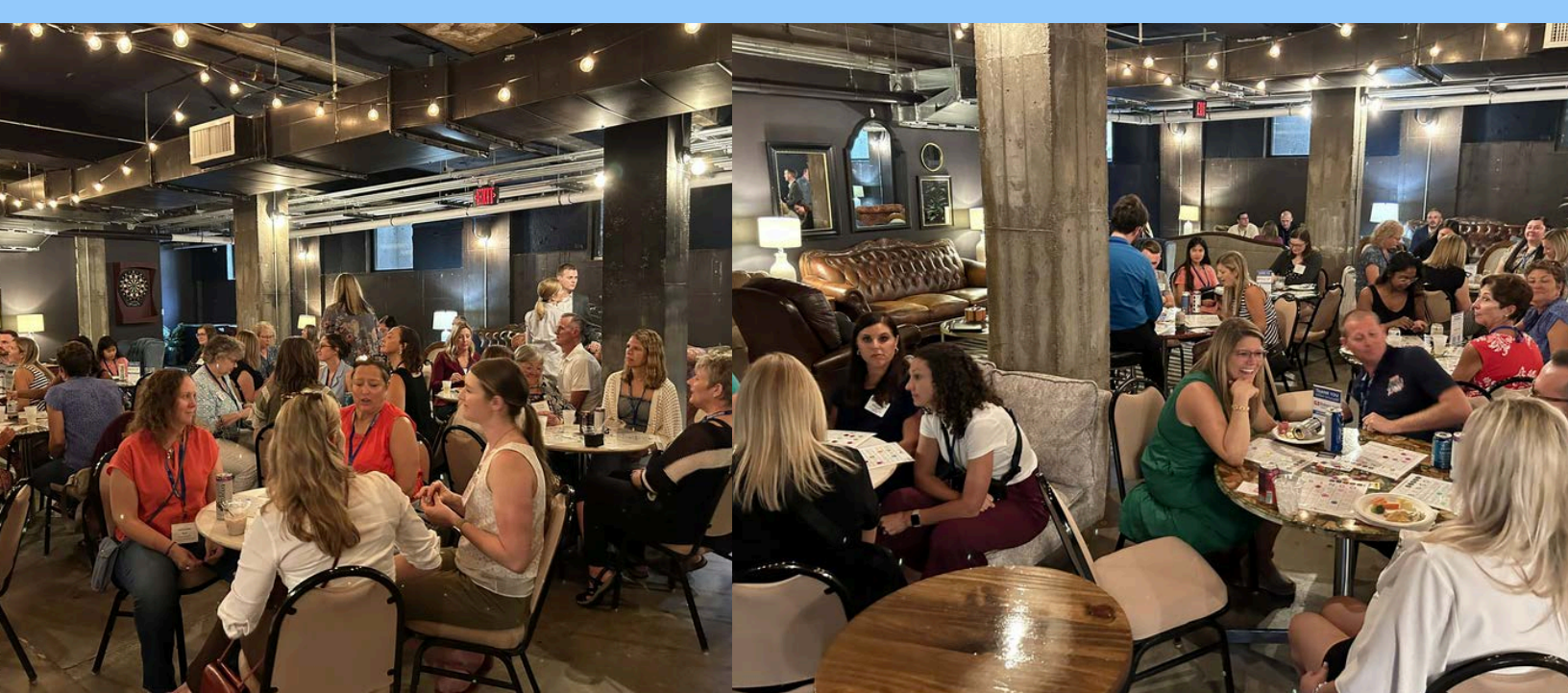


Central Iowa SHRM



EVENT & PROGRAM SPONSORS

Additional dates and events will be added as they are confirmed. Dates and times are subject to change.



Event & Program Sponsorship Opportunities

MEET & MINGLE

\$4,000

Event Description

The Central Iowa SHRM Meet & Mingle is an annual networking event that provides HR professionals, members, and prospective members an opportunity to connect in a relaxed and engaging atmosphere. It typically takes place at a fun, centrally located venue after work hours, creating the perfect environment for building relationships and learning more about Central Iowa SHRM and its membership benefits.

Sponsorship Benefits

- Four (4) complimentary non-member registrations to the event
- Logo inclusion in email blasts and on website registration page
- Booth space at event
- Distribution of marketing materials at place settings
- Introduction/podium time at program (5 minutes)
- Business card raffle/branded giveaway opportunity
- Follow-up message sent to attendees on your behalf





Event & Program Sponsorship Opportunities

SPECIALTY EVENTS

ELEVATE THE HR EXPERIENCE

\$3,500

Event Description

CI-SHRM Specialty Events offer a unique blend of educational programming and engaging activities, designed to provide HR professionals with more than just a typical social event. These events create dynamic opportunities for members to connect in fun, interactive settings while gaining valuable insights and professional development. By combining learning with creative, hands-on experiences, CI-SHRM Specialty Events foster meaningful connections, spark innovative ideas, and elevate the member experience in a way that's both enriching and enjoyable. Perfect for sponsors looking to engage with an invested HR audience in a standout setting!

Sponsorship Benefits

- Four (4) complimentary non-member registrations to the event
- Logo inclusion in email blasts and on website registration page
- Booth space at program
- Distribution of marketing materials at place settings
- Introduction/podium time at program (5 minutes)
- Business card raffle/branded giveaway opportunity
- Follow-up message sent to attendees on your behalf





Event & Program Sponsorship Opportunities

MENTORSHIP PROGRAM

\$2,000

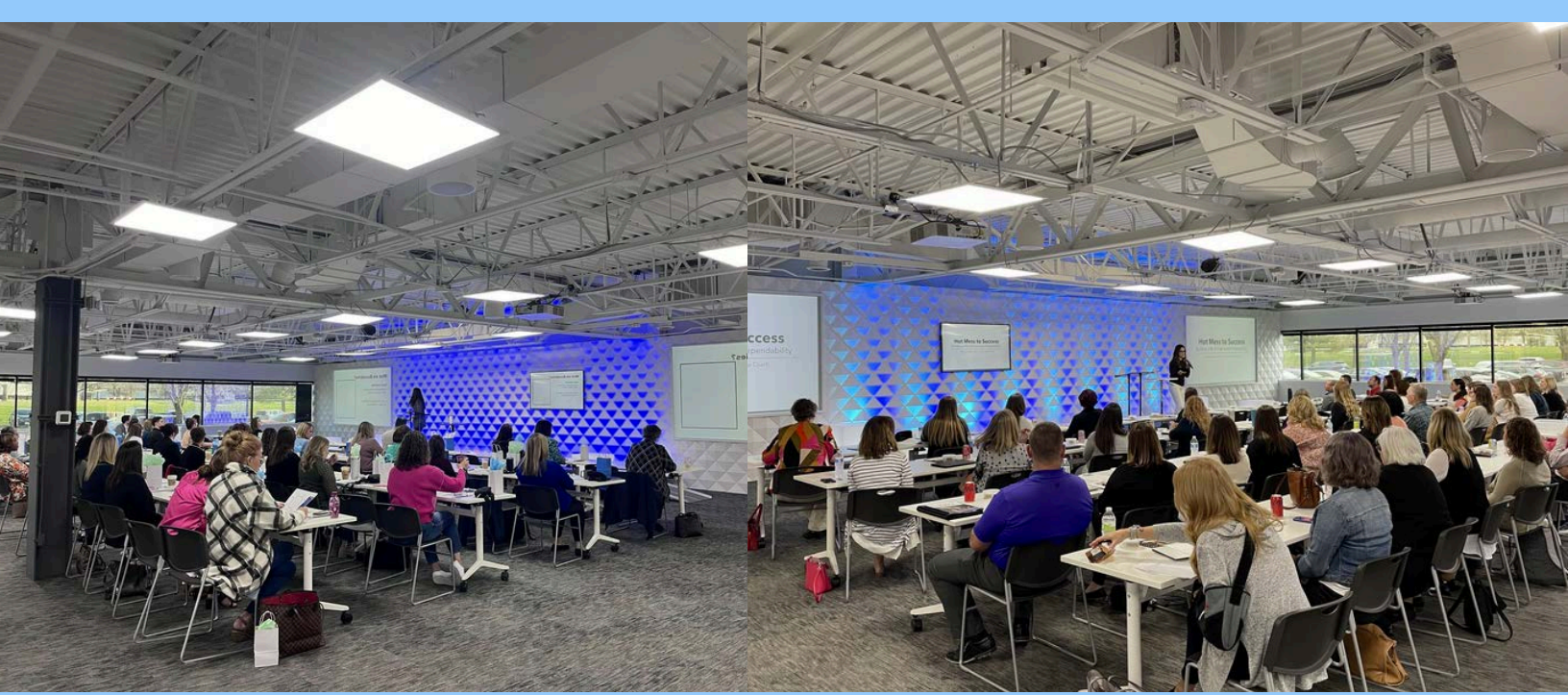
Event Description

The Mentorship Program is a structured initiative designed to foster professional growth and development by connecting experienced professionals with individuals seeking guidance and support. Through one-on-one relationships, mentors provide advice, share knowledge, and help mentees navigate career challenges, while mentees gain valuable insights, build skills, and expand their networks. This program encourages meaningful connections, collaboration, and personal and professional development for both participants.

Sponsorship Benefits

- Individual email blast sent to program participants on your behalf
- Logo placed in all mentorship program materials
 - Including: website, email, and all graphics/advertising





Event & Program Sponsorship Opportunities

CHAPTER MEETINGS

\$1,500

Event Description

Monthly Chapter Meetings are regular gatherings that bring members together to share knowledge, network, and stay informed on the latest trends and best practices in the industry. These meetings feature guest speakers, engaging discussions, and opportunities for professional development, creating a collaborative space for members to learn and grow. Open to both new and seasoned members, they are an essential part of staying connected and maximizing the value of membership.

Sponsorship Benefits

- Sponsorship at one (1) Monthly Chapter Meeting of your choice (first come, first served)
- Two (2) complimentary non-member registrations
- Logo inclusion in email blasts and on website registration page
- Booth space at program (when in person)
- Distribution of marketing materials at place settings
- Introduction at program
- Business card raffle (when in person)





Event & Program Sponsorship Opportunities

HR ROUNDTABLES

\$1,500

Event Description

HR Roundtables is an exciting new initiative designed to foster collaboration and peer-to-peer learning among HR professionals. These focused discussions provide a platform to share experiences, tackle challenges, and exchange innovative ideas in an intimate, supportive setting. Each session centers around a specific topic or theme, allowing participants to dive deep into relevant issues and gain practical insights to apply in their roles. It's a dynamic way to connect, learn, and grow within the HR community.

Sponsorship Benefits

- Opportunity to host a roundtable discussion on a key HR topic of your choice (talent management, DEI, compliance, etc.)
- Branding at each roundtable and in the roundtable program
- Attendee list and the opportunity to network with industry leaders
- Social media recognition as the Roundtable Sponsor





Event & Program Sponsorship Opportunities

HR SOCIAL EVENTS

\$2,000

Event Description

HR Social Events are fun and engaging quarterly gatherings that bring HR professionals together to connect and unwind in relaxed, unique settings. Whether it's a casual meet-up at Paws and Pints or another creative venue, these events offer the perfect opportunity to socialize, share experiences, and build relationships with fellow HR professionals. Designed to strengthen the HR community, these outings combine networking with fun, fostering connections that extend beyond the workplace.

Sponsorship Benefits

- Logo placement on event promotions, including email invitations, social media posts, and event signage
- Public acknowledgment of your sponsorship during the event's opening remarks
- Exhibitor Booth at event
- Recognition on event follow-up communications, including thank-you emails and post-event highlights
- Two (2) Event Registrations for your team members





Event & Program Sponsorship Opportunities

CLAIR W. FISCHER HR LAW SERIES (SPRING OR FALL)

\$2,000

Event Description

This six-part series is focused on the legal aspects of HR management and includes topics such as compensation and benefits law, special issues, labor relations, and discrimination.

Sponsorship Benefits

- Logo placed in all HR Law Series materials
 - Including: website, email, and all graphics/advertising
- Individual email blast sent to program participants on your behalf
- At-large e-blast sent to Iowa SHRM members
- Logo displayed on HR Law Series certificate
- Company announced before each session begins





Event & Program Sponsorship Opportunities

CREATE YOUR OWN SPONSORSHIP

Description

At CI-SHRM, we value creativity and collaboration!

With our **Create Your Own Sponsorship** option, you have the unique opportunity to design a sponsorship experience tailored to your goals while giving back to the HR community.

Work directly with our team by reaching out to info@ci-shrm.org to develop a customized package that aligns with your brand, engages our membership, and enhances the event experience. Whether it's sponsoring a specific activity, hosting an exclusive breakout session, or creating branded materials for attendees, the possibilities are endless.

Let's work together to build a partnership that meets your needs and supports our HR professionals in innovative ways!



2025 SPONSORSHIP LEVELS

INNOVATOR

\$1,000

- MC acknowledgment during event
- Logo included in DisruptHR event program
- Logo shown during DisruptHR event
- Social media promotion

VISIONARY

\$2,500

- Introduce committee's choice of speaker during event
- MC acknowledgment during event
- Half page ad in DisruptHR program
- Logo shown during DisruptHR event
- Social media promotion
- Booth
- Two tickets for booth (includes entry to the event)

CATALYST

\$3,500

- Introduce your choice of speaker during event
- Full page ad in DisruptHR program
- Logo shown during DisruptHR event
- Social Media Promotion
- Booth
- Two Tickets for Booth (includes entry to the event)
- Three Tickets for Guests - reserved five-person table
- MC Acknowledgement During Event

DISRUPTOR

ONLY 3 AVAILABLE

\$5,000

- Speak at premium time (open, close, intermission start/end) during event
- Full Page ad in Program
- Logo shown during DisruptHR event
- Social Media Promotion
- Booth
- Two Tickets for Booth Attendees (Includes VIP Table)
- Three VIP Tickets for reserved five-person VIP Table
- MC Acknowledgement During Event
- Attendee List
- Credited for One Event Element
 - Notebook Programs
 - Pens
 - Signature Drink
 - Choose Your Element (Subject to Approval)

Ensure your team can sit together:

PURCHASE RESERVED TABLE

\$400 Ten-Person Table for Your Group

\$250 Five-Person Table for Your Group

This is a reserved table, not a sponsorship.

Yearly Events.



Chapter Meeting Dates

January Chapter Meeting | Jan. 21, 2025
February Chapter Meeting | Feb. 19, 2025
May Chapter Meeting | TBD
August Chapter Meeting | TBD
November Chapter Meeting | TBD

HR Law Series

Spring Clair W. Fischer HR Law Series | Beginning Feb. 3, 2025
Fall Clair W. Fischer HR Law Series | Beginning Sep. 8, 2025

Member Socials & Specialty Events

April Member Social | TBD
July Member Social | TBD
September | Meet & Mingle
October | DisruptHR Des Moines 8.0

***Dates and of CI-SHRM events are subject to change.*

ADVERTISING OPPORTUNITIES



→ EMAIL ADVERTISING **\$250/Each**

\$50 discount if multiple are purchased at the same time

- Single subject content sent on behalf of Central Iowa SHRM
- Can include images and clickable links
- Sent out on Mondays
- There are a limited number of these emails that can be sent. Reserve your preferred date today by emailing info@ci-shrm.org.

→ NEWSLETTER ADVERTISING **\$250/Each**

- Newsletters are sent out twice a month with focus on education content and future events
- Includes native article with call to action link of button
- 300 word maximum

→ VENDOR DIRECTORY LISTINGS **\$100/individual**

- One-year long listing in the online CI-SHRM Vendor Partner Directory
- Listing may include: contact information, one-two sentence introduction/summary

→ JOB POSTING **\$200/individual**

(\$50 for CI-SHRM Members/Partners)

- Listed on CISHRM's website for 60 days
- Accessible to anyone who visits CISHRM's website
- Availability to input as much information about the job posting as you want
- Advertised in the CI-SHRM bi-monthly newsletter
- Discount for CI-SHRM members/sponsors available



DECEMBER 2024

IMPORTANT STATISTICS

WEBSITE & SOCIAL MEDIA

Current Membership

Dual Members (SHRM & Central Iowa SHRM): 465

Average new members per month: 5-10

Industry Stats

Largest SHRM Affiliated Chapter in Iowa

Member Businesses Represented: 280

Size of member company*:

- 1-49 Employees: 44 members
- 50-99 Employees: 37 members
- 100-249 Employees: 58 members
- 500-999 Employees: 52 members
- 1,000-5,000 Employees: 44 members
- Over 5,000 Employees: 42 Members

**Company size numbers should be used as a general overview, as not all members provide CI-SHRM with company size information.*

Events

Average Chapter Meeting: 60 attendees

Average Meet & Mingle: 90 attendees

Networking Events: 75-200 attendees
(contact us for more information!)

630

Average Monthly Website Visitors

750

LinkedIn Followers

700

Facebook Followers

465

Email Subscribers

40%

Average Email Open Rate

7-12%

Average Click Through Rate

SELECT YOUR PACKAGE

Please select from the options listed to indicate your interest. Once completed, please send via email to info@ci-shrm.org and our staff will follow-up to confirm your sponsorship.

ORGANIZATIONAL SPONSORS

<input type="checkbox"/>	Gold Sponsor	\$4,500
<input type="checkbox"/>	Silver Sponsor	\$3,000
<input type="checkbox"/>	Bronze Sponsor	\$2,000

VENDOR PARTNER

<input type="checkbox"/>	Vendor Partner	\$300
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ADVERTISING OPPORTUNITIES

<input type="checkbox"/>	Email Advertising	\$250/Each
<input type="checkbox"/>	Newsletter Advertising	\$250/Each
<input type="checkbox"/>	Job Posting (\$50 for Members)	\$200
<input type="checkbox"/>	Vendor Director Listings	\$100

Thank you for supporting CI-SHRM, we are excited to work with you!

ADDITIONAL SPONSOR PACKAGES

EVENT/PROGRAM SPONSORS

<input type="checkbox"/>	Meet & Mingle	\$4,000
<input type="checkbox"/>	Specialty Event	\$3,500
<input type="checkbox"/>	Mentorship Program	\$2,000
<input type="checkbox"/>	Chapter Meeting	\$1,500
<input type="checkbox"/>	HR Roundtable Discussions	\$1,500
<input type="checkbox"/>	HR Social Event	\$2,000
<input type="checkbox"/>	Clair W. Fischer HR Law Series - Spring	\$2,000
<input type="checkbox"/>	Clair W. Fischer HR Law Series - Fall	\$2,000
<input type="checkbox"/>	Create Your Own Sponsorship	<i>To Be Determined</i>

DISRUPTHR DES MOINES 8.0 SPONSOR

<input type="checkbox"/>	Innovator	\$1,000
<input type="checkbox"/>	Visionary	\$2,500
<input type="checkbox"/>	Catalyst	\$3,500
<input type="checkbox"/>	Disruptor	\$5,000

DISRUPTHR DES MOINES 8.0 RESERVED TABLES

<input type="checkbox"/>	8 Person Table For Your Group	\$350
<input type="checkbox"/>	4 Person Table For Your Group	\$200

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HAVE QUESTIONS? CONTACT US!



Central Iowa SHRM



info@ci-shrm.org



www.ci-shrm.org



Central Iowa SHRM



@CISHRM

AFFILIATE OF
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SOCIETY FOR HUMAN
RESOURCE MANAGEMENT