



# SHRM Central Iowa 2026 Marketing Kit

**CONNECTING YOU WITH NEARLY 500  
HR PROFESSIONALS IN CENTRAL IOWA**

**SHRM**<sup>®</sup> Central Iowa

# PARTNER WITH US



As a proud affiliate of the Society for Human Resource Management (SHRM), SHRM Central Iowa connects and empowers more than 450 HR professionals in our region by providing access to resources and professional opportunities.

We are committed to supporting and developing HR professionals, equipping them to create better workplaces for a better world. As your local hub for networking, information, and professional development, we rely on strong partnerships to advance excellence in Human Resources in all areas, including DEI, events, trends, solutions, and more.

Your financial support of SHRM Central Iowa is more than an investment in the HR profession. It is a strategic opportunity to connect with a targeted market and grow your organization.

We look forward to partnering with you to strengthen the HR community through sponsorship or advertising. SHRM Central Iowa offers a variety of partnership opportunities detailed in the following pages.

Thank you for considering SHRM Central Iowa as your partner in advancing the HR profession.

# ORGANIZATIONAL SPONSORS

## Gold Sponsor | \$4,500

- Gold recognition on the SHRM Central Iowa 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 SHRM Central Iowa 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 SHRM Central Iowa social media platforms (Facebook and LinkedIn)

## Silver Sponsor | \$3,000

- Silver recognition with your company logo located on the SHRM Central Iowa website and in the bi-monthly newsletter
- Company logo displayed on both with a link to your organization's website
- Recognition at all SHRM Central Iowa 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 and on SHRM Central Iowa social media platforms (Facebook and LinkedIn)

## Bronze Sponsor | \$2,000

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



**Central Iowa**

## **VENDOR PARTNER | \$300**

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

The directory features Vendor Partners who have a tie to the HR community. Although their affiliation with SHRM Central Iowa 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 SHRM Central Iowa member benefits
- Vendor listing on website



*Scan to view the current SHRM Central Iowa Vendor Partners*

# Event & Program Sponsors



*Additional events may be added.  
Dates and times are subject to change.*



## Event & Program Sponsorship Opportunities

# MEET & MINGLE

**\$4,000**

### Event Description

The SHRM Central Iowa 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 SHRM Central Iowa 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

**\$3,500**

*Elevate the HR experience.*

### Event Description

SHRM Central Iowa 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, SHRM Central Iowa 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**

### Program Description

The SHRM Central Iowa 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**

### Program Description

Monthly SHRM Central Iowa 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

**\$2,500**

### Event Description

HR Roundtables is an 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

**\$2,000**

*Spring or Fall*

### 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 SHRM Central Iowa, 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](mailto: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!

## 2026 SPONSORSHIP LEVELS

### INNOVATOR

**\$1,000**

- MC acknowledgment
- Logo displayed at event
- Logo featured on social media
- Logo included in event program
- Two tickets

### EXPLORER

**\$1,500**

- Includes all Innovator benefits
- Opportunity to introduce a speaker
- ¼ page ad in event program

### VISIONARY

**\$2,500**

- Includes all Innovator benefits
- Opportunity to introduce a speaker
- Booth with two additional tickets
- ½ page ad in event program

### DISRUPTOR

**\$3,500**

**ONLY 3 AVAILABLE**

- Includes all Innovator benefits
- Prime-time speaking opportunity and introduction
- Full-page ad
- Booth with two additional tickets (sitting at booth)
- Three VIP tickets for a five-person VIP table (includes the two tickets from the Innovator benefits)
- MC acknowledgement during event
- Attendee list
- Credited for one event element
- Programs
- Pens
- Signature drink
- Choose your element (subject to approval)

### ADDITIONAL OPPORTUNITIES

#### DRINK SPONSOR – \$750

- Signage at the bar and pickup area
- Small thank-you logo in the handout

#### PROGRAM SPONSOR – \$500

- Signage at pickup area
- Small thank-you logo in the handout

#### PEN SPONSOR – \$500

- Signage at pickup area
- Small thank-you logo in the handout

*Ensure your team can sit together*

#### PURCHASE RESERVED TABLE

- Ten-Person Table for Your Group **\$400**
- Five-Person Table for Your Group **\$250**

# Yearly Events Calendar



## Chapter Meetings

- February Chapter Meeting | February 25, 2026
- April Chapter Meeting | April 29, 2026
- May Chapter Meeting | May 20, 2026
- August Chapter Meeting | August 5, 2026
- November Chapter Meeting | November 11, 2026

## HR Law Series

- Spring Clair W. Fischer HR Law Series | Beginning February 2, 2026
- Fall Clair W. Fischer HR Law Series | Beginning September 7, 2026

## Member Socials & Specialty Events

- Member Social | March 11, 2026
- July Member Social | July 8, 2026
- Meet & Mingle | September 10, 2026
- DisruptHR Des Moines 9.0 | October 22, 2026

*Dates and times of SHRM Central Iowa events are subject to change.*

# ADVERTISING OPPORTUNITIES



## EVENT EXHIBIT TABLE

**\$250**

*Subject to availability.*

- Showcase your brand with an exhibit table at a SHRM Central Iowa event

## EVENT SWAG SPONSOR

**\$250 + item cost**

*Subject to availability.*

- Provide a branded swag item at a SHRM Central Iowa Event

## VENDOR DIRECTORY LISTING

**\$100/Individual**

- One-year long listing in the online SHRM Central Iowa Vendor Partner Directory
- Listing may include:
  - Contact information
  - One-two sentence introduction or summary

## EMAIL ADVERTISING

**\$250/Each**

*Receive a \$50 discount when multiple are purchased at the same time.*

- Single subject content sent on behalf of SHRM Central Iowa
- Can include images and clickable links
- Sent out on Mondays
- There are a limited number of advertising emails that can be sent, reserve your preferred date today by emailing [info@ci-shrm.org](mailto:info@ci-shrm.org)

## NEWSLETTER ADVERTISING

**\$250/Each**

- Newsletters are sent twice per month to SHRM Central Iowa members and focus on educational content and upcoming events
- Includes a native article featuring your organization, with a call-to-action button linked to your preferred URL
- Length: 300 word maximum

## JOB POSTING

**\$200/Individual**

*\$50 for SHRM Central Iowa Members and Partners.*

- Listed on SHRM Central Iowa's website for 60 days
- Visible to all site visitors
- Unlimited job-posting details
- Advertised in the SHRM Central Iowa bi-monthly newsletter
- Member and sponsor discounts available



2026

# IMPORTANT STATISTICS

## Current Membership

Total Members: 475

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 SHRM Central Iowa with company size information.*

## Events

Average Chapter Meeting: 70 attendees

Average Meet & Mingle: 90 attendees

Networking Events: 75-200 attendees

(contact us for more information!)

1,070

*Average Monthly Website Visitors*

955

*LinkedIn Followers*

695

*Facebook Followers*

475

*Email Subscribers*

55%

*Average Email Open Rate*

7-12%

*Average Click Through Rate*

# Have Questions? Contact Us!



AFFILIATE OF  
**SHRM**<sup>®</sup>  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT



[info@ci-shrm.org](mailto:info@ci-shrm.org)



[www.ci-shrm.org](http://www.ci-shrm.org)



SHRM Central Iowa



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