



2022

Partnership Guide

Promote your business through the
Lake Washington Human Resource Association

What is LWHRA and why should you partner with us?

The **Lake Washington Human Resource Association (LWHRA)** is a local chapter of the Society for Human Resource Management (SHRM). LWHRA is a SHRM “Super-Mega” chapter – one of the largest in the U.S. with more than 1,000 members locally. Due to our educational programs—including the annual Symposium and our strategic initiatives—we’ve been consistently recognized by SHRM as a Platinum Level - Excel Award winner. LWHRA reaches more than 5,500 HR professionals in the greater Puget Sound area through weekly electronic communications and regular posts to social media. Of these professionals, 78% work “in-house” in a human resource or organizational development role, and 58% are senior HR professionals making or influencing decisions.

Affiliated Members



1,000+
People

Community Outreach



5,500+
People

HR Leaders



58%
are decision makers
or influence purchasing
decisions

OUR MEMBERS REPRESENT

*Boeing, Costco, Microsoft,
Esterline, Eddie Bauer,
Sellen Construction, City
of Bellevue, Coffman
Engineers, Clark Nuber,
T-Mobile, University of
Washington and many,
many more organizations.*

Annual Sponsorship Packages

	PLATINUM PACKAGE \$5,250	GOLD PACKAGE \$4,250	SILVER PACKAGE \$2,750	BRONZE PACKAGE \$1,250
WEBSITE MARKETING				
Access to LWHRA logo for partnership promotion (upon request)	✓	✓	✓	✓
Listing on the Partners Webpage	<i>Prominent linked logo</i>	<i>Linked logo</i>	<i>Linked name</i>	<i>Linked name</i>
Annual listing in LWHRA's online Vendor Directory	✓ (Three categories)	✓ (Two categories)	✓ (One category)	
Featured in partners "widget" on LWHRA website	✓	✓		
One complimentary LWHRA calendar posting	✓			
EMAIL MARKETING				
Listed in LWHRA newsletters	<i>Prominent linked logo</i>	<i>Linked logo</i>	<i>Linked name</i>	<i>Linked name</i>
One complimentary LWHRA newsletter ad (400px by 200px .jpeg or .png to be provided by the partner)	✓			
VIRTUAL CHAPTER MEETINGS				
Chapter meeting sponsorship	1	1		
Featured in monthly chapter meeting promotional reel	<i>Exclusive slide</i>	<i>Group slide</i>	<i>Group slide</i>	<i>Group slide</i>
Access to attendee list of all attended chapter meetings	✓			
LWHRA SYMPOSIUM				
Symposium exhibit opportunity	<i>Complimentary Premium Booth</i>	<i>Complimentary Standard Booth</i>	<i>Complimentary Standard Booth</i>	<i>\$250 discount on a Standard Booth</i>
Featured in general session room looping slides	<i>Prominent logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>
Program book advertisement (Exclusive to annual sponsors only)	<i>Full page ad*</i>	<i>Half page ad*</i>	<i>Quarter page ad*</i>	
Complimentary event registrations (Additional registrations +\$200)	3	2	2	
Included symposium sponsorship	<i>Session Sponsor</i>	<i>Session Sponsor</i>		
Optional symposium sponsorship upgrade	<i>Keynote Sponsor Upgrade +\$250 (First-Come-First-Served)</i>			

*August 9, 2022: Deadline for ad artwork and logos to be included in the 2022 Symposium program book.

BUNDLE & SAVE AS AN ANNUAL SPONSOR

When you select an annual sponsorship package you are bundling costs and can **save up to \$3500.**

DEI Partnership Opportunities

Become Part of the Lake Washington Human Resource Association Community



Champion
\$3,000

One Available

- Recognition from emcee during the awards presentation
- Logo representation at the IDEA awards presentation + video reel
- Featured in any IDEA marketing promotional material
- Linked logo included in all LWHRA weekly newsletters
- Listing on the IDEA's LWHRA webpage
- Access to LWHRA Logo for partnership promotion (upon request) as an IDEA sponsor



Advocate
\$1,500

One Available

- Recognition from emcee during the awards presentation
- Logo representation at the IDEA awards presentation + video reel
- Featured in any IDEA marketing promotional material
- Linked logo included in all LWHRA weekly newsletters
- Listing on the IDEA's LWHRA webpage
- Access to LWHRA logo for partnership promotion (upon request) as an IDEA sponsor



Supporter
\$500

One Available

- Logo representation at IDEA Awards presentation + video reel
- Featured in any IDEA marketing promotional material
- Linked logo included in all LWHRA weekly newsletters
- Listing on the IDEA LWHRA webpage
- Access to LWHRA logo for partnership promotion (upon request) as an IDEA sponsor

Additional Partnership Opportunities



Mentorship Program Sponsor
\$750

One Available

Includes a linked image in the LWHRA partners "widget" and recognition at one chapter meeting



LWHRA Volunteer Appreciation Event Sponsor
\$750

One Available

Includes a linked image in the LWHRA partners "widget" and recognition at one chapter meeting



Certification Program Sponsor
\$750

Two Available

Includes a linked image in the LWHRA partners "widget" and recognition at one chapter meeting



Scholarship Sponsor
\$450

Four Available

Includes a linked image in the LWHRA partners "widget" and recognition at one chapter meeting

Advertising Opportunities



Event Calendar Listings

\$150

Post an HR related event on the LWHRA event calendar. All content due at time of purchase.



Newsletter Advertisement

\$150

Reach out to more than 5,500 HR professionals in our region by placing a 400px by 120px ad in one of our weekly newsletters



Vendor Directory Listing

\$225

Inclusion in one category of the LWHRA Vendor Directory, additional categories \$35 each



LWHRA Job Board Listing

STARTING AT:

\$165
Members

\$328
Non-Members

Job Flash Package

\$299
Members

\$499
Non-Members

Premium Job Flash Package

\$399
Members

\$549
Non-Members

Ultimate Job Flash Package

\$599
Members

\$749
Non-Members

Feature your organization's career listings to a wide range of highly qualified HR candidates. Visit the LWHRA Job Board at <https://jobs.lwhra.org/>

Symposium Sponsorships



Symposium Title Sponsor (Exclusive)

\$5,000

*Early Bird
Ends 7/31/22*

\$5,750

Starting 8/1/2022

Exclusive Title Sponsorship benefits including the following:

- Prominently identified with organization name and logo as Symposium Sponsor on all material published for the event, Symposium program book, Symposium webpage, and event signage
- Linked logo in all Symposium marketing emails
- Thanked as part of the presentation at the welcome and opening remarks, and during lunch and announcements
- 5 minutes at lunch to present organization value proposition to audience
- Premium exhibit booth (see page 6 for exhibitor benefits)
- One additional Symposium registration, includes full access to Symposium sessions and reception

Additional Symposium Opportunities

Baseline benefits for all additional symposium opportunities in the list below, include:

- Organization name and linked logo on Symposium webpage
- Organization logo on screens during welcome and opening remarks, and during lunch and announcements
- Organization name and logo in printed Symposium program book
- Organization recognized near or on sponsored item
- Sponsor acknowledgement by LWHRA leadership during sponsored event
- Opportunity to add a premium exhibit booth for only \$1300 or a standard exhibit booth for only \$950!

Popcorn Sponsor (Limit One)	\$850 <i>Early Bird</i> Ends 7/31/22	\$1,050 Starting 8/1/2022	Grand Prize Sponsor (Limit One)	\$1,250 <i>Early Bird</i> Ends 7/31/22	\$1,450 Starting 8/1/2022
Coffee Cart Sponsor (Limit Three)	\$1,000 <i>Early Bird</i> Ends 7/31/22	\$1,250 Starting 8/1/2022	Breakfast Sponsor (Limit One)	\$1,800 <i>Early Bird</i> Ends 7/31/22	\$1,950 Starting 8/1/2022
Name Badge Sponsor (Limit One)	\$1,000 <i>Early Bird</i> Ends 7/31/22	\$1,250 Starting 8/1/2022	Lunch Sponsor (Limit One)	\$1,800 <i>Early Bird</i> Ends 7/31/22	\$1,950 Starting 8/1/2022
Break Sponsor (Limit Two)	\$1,000 <i>Early Bird</i> Ends 7/31/22	\$1,250 Starting 8/1/2022	WiFi Sponsor (Limit One)	\$2,300 <i>Early Bird</i> Ends 7/31/22	\$2,800 Starting 8/1/2022

Symposium Exhibit Opportunities

	SYMPOSIUM PREMIUM BOOTH \$1,650 \$1,800 <i>Early Bird</i> <i>After 8/1/2022</i> Ends 7/31/22	SYMPOSIUM STANDARD BOOTH \$1,300 \$1,400 <i>Early Bird</i> <i>After 8/1/2022</i> Ends 7/31/22
10 x 10-foot exhibit booth	✓	✓
Access to attendee list (pre and post event)	✓	✓
Symposium registrations Includes full access to Symposium sessions and reception (Additional registrations +\$200)	2	1
Organization linked on Symposium webpage	Linked Logo	Linked Name
Featured in general session room looping slides	Logo	Name
Priority booth placement	✓	
Opportunity to place materials on tables in plenary session ballroom	✓	