



Interested in partnering with MISHRM? Join our...

# RESOURCE PARTNER PROGRAM

The resource partner program was designed to create unique opportunities for business to stand out and have quality time with potential customers. Partnering with MISHRM consistently showcases your brand to our exclusive audience of HR professionals. Resource Partners have the opportunity to be consistently recognized and stay top of mind to our members at MISHRM events and through various communications.

BENEFITS OUTLINED	GOLD PARTNER: \$5,000	PLATINUM PARTNER: \$7,500
STATE CONFERENCE		
One speaker engagement at State Conference (must submit speaker application)		✓
Priority choice of booth location at State Conference		✓
Logo on the State Conference app	✓	✓
Booth at State Conference	✓	✓
MISHRM COMMUNICATIONS		
Logo, bio, and link to company website headlined on the MISHRM website	✓	✓
Company added to the speaker database	✓	✓
Participation in social media campaign designed to reach all statewide chapter members	✓	✓
Live webinar series and podcasts hosted on the MISHRM website for chapter member access featuring and sponsored by Resource Partners (2020 Launch)	✓	✓
Featured speaker or SME for webinar series		✓
NETWORKING		
Opportunity to greet /participate at registration table during networking receptions		✓
Two Tickets to all networking receptions	✓	✓
Logo recognition at all networking receptions	✓	✓
CHAPTER MEETINGS		
Ability to attend any chapter meetings at the member rate with speaking opportunity <i>*Subject to chapters' participation and approval</i>	✓	✓
Opportunity to speak during the summer MISHRM Leadership Mixer Event		✓

**Platinum Members exclusive by industry segment**

# RESOURCE PARTNER ACTIVITIES & PROGRAMS

## ► QUARTERLY PRIZE CHALLENGE

Chapter members across the state of Michigan will enter contest by logging in to the MISHRM website. They will learn on the website 4 facts about each Resource Partner and then complete a Survey Monkey questionnaire. These Resource Partner facts are posted during the quarter (notifications via social media and email will be sent)

Once the questionnaire is completed the contestant can submit it to be entered in to our Grand Prize Drawing.

Grand Prize is a \$500 gift card to the store of your choice.

## ► YEARLY EVENTS WITH RESOURCE PARTNER AND MISHRM MEMBERSHIP

MISHRM will host events during the year that Resource Partners have exclusive access to attend. Resource Partners receive two tickets to all networking events.

### **March Mixer with State Leadership Council Meeting**

*MISHRM Leadership and Local Chapter Outing*

### **Party the night before HR Day in Lansing**

*All Michigan Chapters invited*

### **Summer Mixer with State Leadership Council Meeting**

*MISHRM Leadership and Local Chapter Outing*

*Scheduled speaking opportunities for Platinum Members*

### **Tigers Baseball Game**

*Ballpark dinner provided*

*Networking time prior to game*

### **Annual State Conference**

*Special Recognition during entire event*

### **SHRM National Conference – Private MISHRM Member Event**

*Held on Monday during the National SHRM Conference*

## **QUESTIONS?**

Contact Allison Beers, Association Manager  
231-883-2708, [info@MISHRM.org](mailto:info@MISHRM.org)

Ready to Join? Register online on the MISHRM website  
[mishrm.org/page/RPARTNERS](http://mishrm.org/page/RPARTNERS)