



MISHRM
MICHIGAN COUNCIL OF SHRM

Interested in partnering with MISHRM? Join our...

RESOURCE PARTNER PROGRAM

The resource partner program was designed to create unique opportunities for businesses to stand out and have quality time supporting the HR community. Partnering with MISHRM prominently showcases your brand to our broad audience of HR professionals across the state. Resource Partners have the opportunity to be regularly recognized, and to stay top-of-mind with HR professionals, both at multiple MISHRM events throughout the year, and through our regular communications.

BENEFITS OUTLINED

**GOLD
PARTNER:
\$5,000**

**PLATINUM
PARTNER:
\$7,500**

STATE CONFERENCE

One speaker engagement at State Conference (must submit speaker application by deadline / subject to approval by speaker committee)		✓
Priority choice of booth location at State Conference		✓
Logo on the State Conference app	✓	✓
Booth at State Conference	✓	✓

MARKETING & COMMUNICATIONS

Logo, bio, and link to company website headlined on the MISHRM website	✓	✓
Company added to the speaker database	✓	✓
Professionally recorded video sharing information about your services posted to our website (provided by MISHRM)	✓	✓
Ability to send any newsworthy information to be shared in our monthly newsletter (1st of the month deadline)	✓	✓
Participation in social media campaign designed to reach all statewide chapter members	✓	✓
Record a podcast hosted by MISHRM Leaders to be shared on our website and social media	✓	✓
Featured speaker or SME for webinar series		✓
Highlighted recognition at the State Conference before every speaker	✓	✓
Prize giveaways to engage MISHRM members and learn about Resource Partners each quarter	✓	✓

NETWORKING

Opportunity to greet /participate at registration table during networking receptions		✓
Two Tickets to all networking receptions	✓	✓
Logo recognition at all networking receptions	✓	✓

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		✓
Invitation to join all statewide leadership meetings	✓	✓

Platinum Members exclusive by industry segment

QUESTIONS? Contact Allison Beers, Association Manager at 231-883-2708, info@MISHRM.org