sponsorship

Updated 03/2017

DALLASHR™
Advancing the value of HR.

THE HRSOUTHWEST CONFERENCE™

mission

To serve our members and partners by providing superior development offerings, quality resources and valuable networking opportunities that enhance and elevate the competency, reputation, reach and visibility of the HR profession.

vision

To be the premier resource for advancing and connecting the regional HR community.

guiding principles

The values which steer efforts to achieve our vision

SERVICE – We exist to serve our members/attendees and our community.

COLLABORATION – Volunteers, members, and staff work together to meaningfully impact the HR profession, the HR professional, and our community.

INTEGRITY – We create a culture of honesty, accountability, and ethical behavior to build a community of trust.

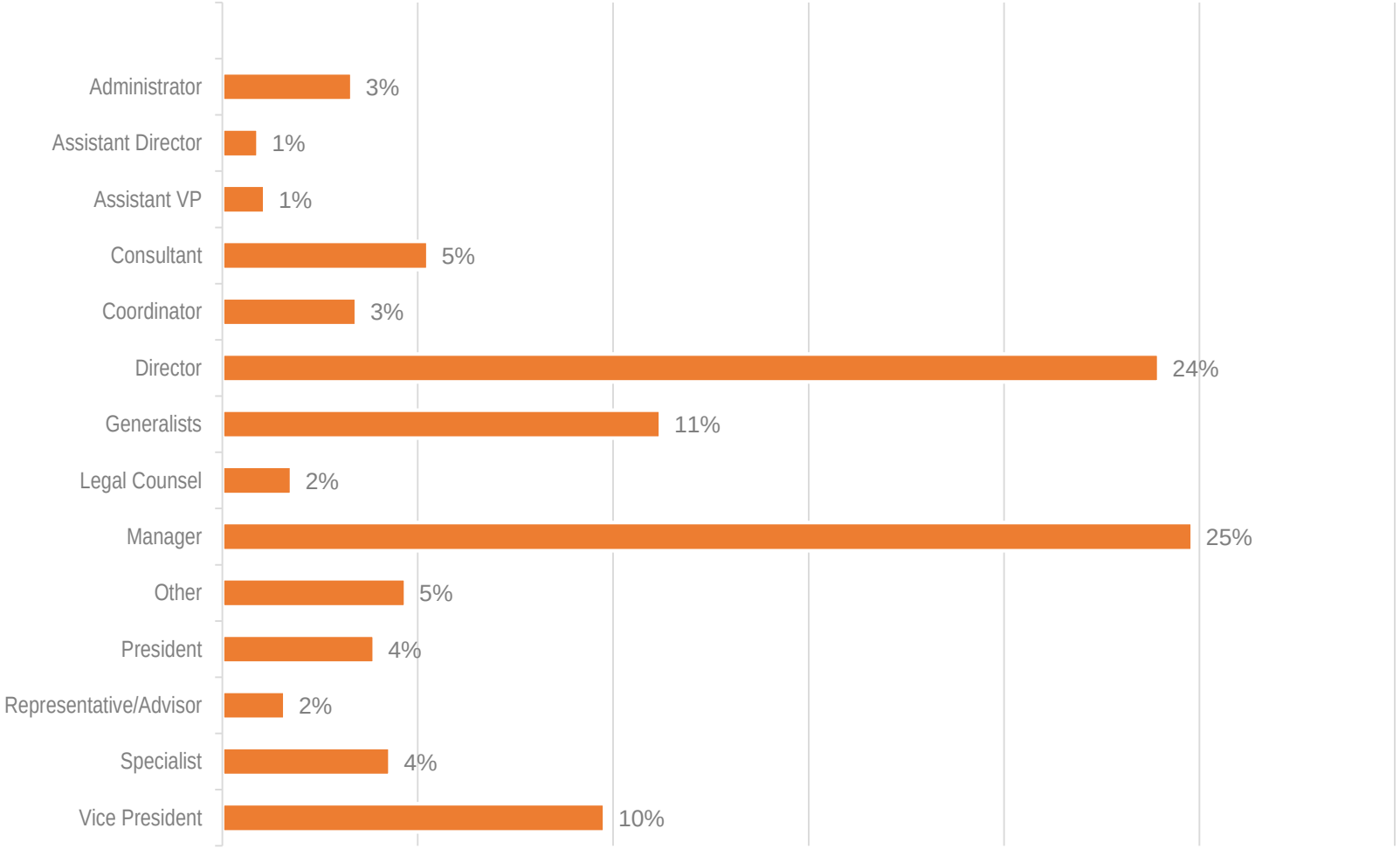
EXCELLENCE – In all our offerings, we will continuously improve to increase our value and impact in our community.

COMPASSION – We work to improve the lives of our members, volunteers, partners, and staff by being attentive to their challenges.

DallasHR members represent more than 1,200 employers. Here are just a few…

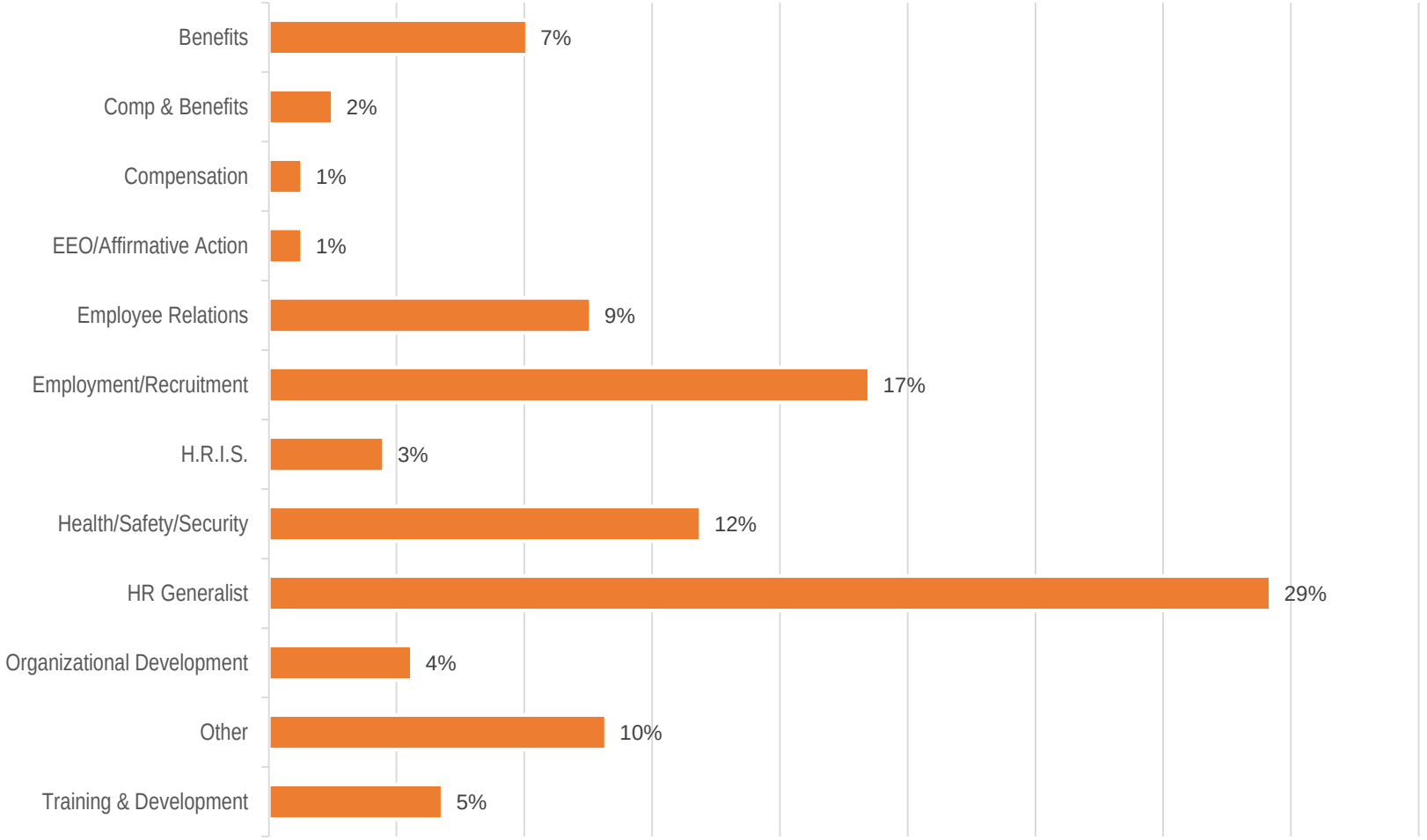
our members

Job Title



our members

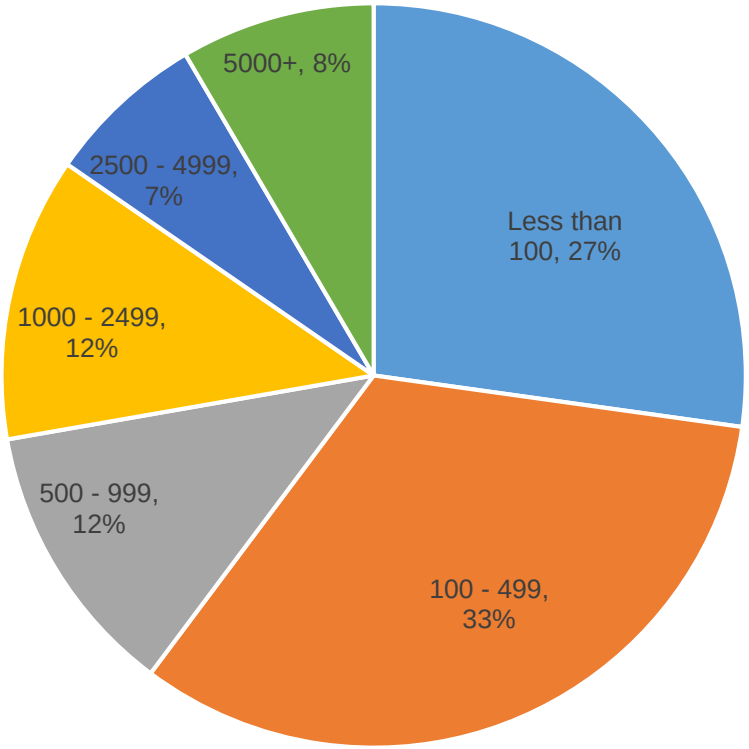
Job Function



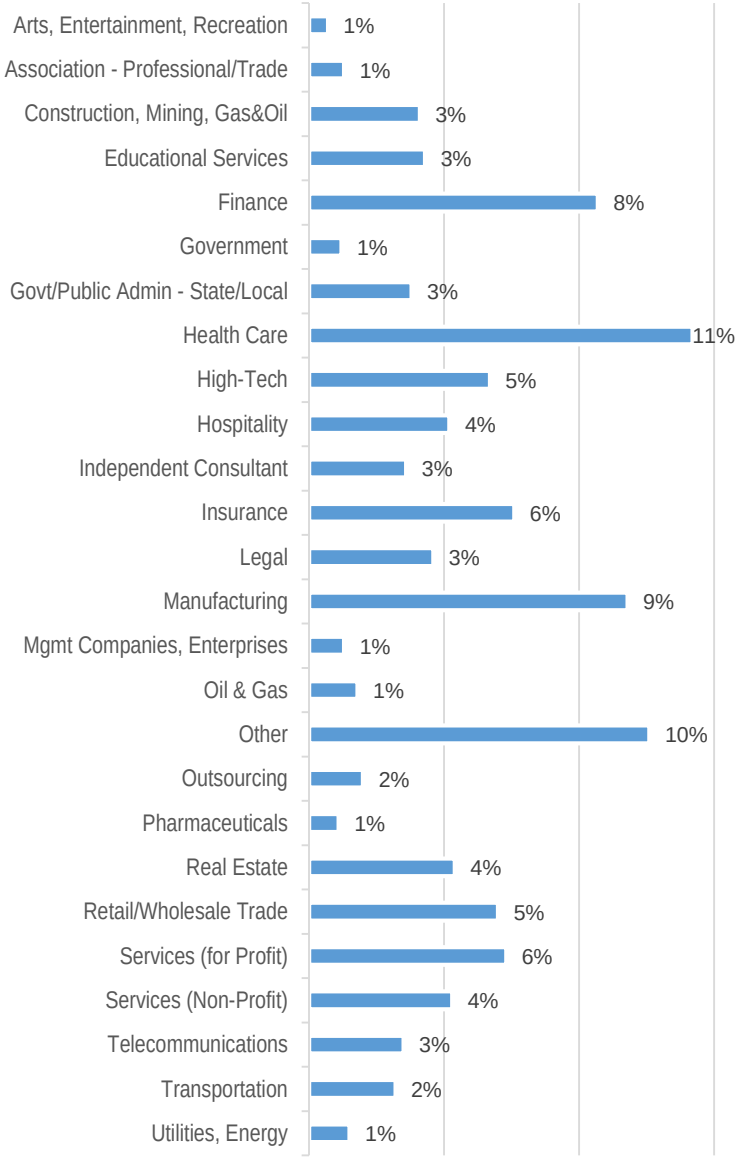
*Totals do not equal 100% because multiple functions can be selected

our members

Company Size



Industry



strategic sponsorships

customizable 12-month marketing plans

All plans include

- ✓ Recognition in member communications, announcements, etc.
- ✓ Recognition in biweekly bulletin
- ✓ Recognition on homepage of HRConnect
- ✓ Recognition on dallashr.org
- ✓ Recognition at luncheons and events

Then pick your mix

- ❑ Ad on home page of dallashr.org (available to Partner level only)
- ❑ 3-month banner ad in biweekly bulletin
- ❑ One HTML email blast to members
- ❑ One-time use of member mailing list labels
- ❑ Logo included on membership welcome emails
- ❑ One monthly luncheon sponsorship
- ❑ One marketing table at a monthly luncheon
- ❑ One Talent Management luncheon sponsorship
- ❑ One marketing table at a Talent Management luncheon
- ❑ 30-day web banner on dallashr.org

Partner pick 6
$12,000

Investor pick 4
$7,000

Supporter pick 3
$5,000

Contributor pick 2
$3,000

Biweekly Bulletin **3 months $1,200, 6 months $2,100, 12 months $3,600** (members save 10%)

Chapter news, calendar of events and featured content delivered every other week to 4,500+ members and customers. Banner dimensions: 150 pixels wide x 250 pixels deep.

Email Blast **$1,200 members, $1,400 future members**

Your HTML email delivered to all DallasHR members (minus opt-outs) on your behalf with your desired communication message that can include links, animations, video and other dynamic elements. Limit of two sponsored emails per month.

Mailing List Rental **$1,100 members, $1,200 future members**

The member mailing list includes nearly 2,000 DallasHR members, including name, company, title and mailing address. Membership list will be provided to sponsor's preferred mail house or as pre-printed mailing labels for one-time use.

Web Banners **1 month $300, 3 months $765, 6 months $1,440, 12 months $2,700** (members save 10%)

Rates are for consecutive months. Banner dimensions: 210 px wide x 195 px deep.

Website Sponsorship **Exclusive 12-month sponsorship $5,000**

DallasHR.org receives more than 35,000 unique visitors and more than 313,000 page views annually*.

Source: Google Analytics

promotional opportunities

monthly luncheons

$1,900 members, $2,300 future members

Hosted the 2nd Tuesday of each month except July and October. Professional speakers provide educational content. Average 175-200 guests.

- ✓ email delivered to luncheon registrants on your behalf within 30 days after luncheon
- ✓ personal introduction by the chapter president
- ✓ 3 minutes podium time
- ✓ 4 complimentary luncheon registrations with reserved seats
- ✓ marketing table in registration area
- ✓ one-piece marketing information in chairs
- ✓ company logo and link on meeting webpage of dallashr.org

marketing table at monthly luncheon

$300 members, $500 future members

- ✓ two complimentary luncheon registrations
- ✓ marketing table in registration area

event sponsorships

dates, locations and topics at dallashr.org/calendar

talent management luncheons

Four-part series $2,500 members, $3,000 future members
Per event $750 members, $950 future members

Specialized programs and activities tailored for the recruiting, staffing and talent management community. Luncheons average 50-75 guests.

- ✓ follow-up email delivered to luncheon registrants on your behalf within 30 days
- ✓ personal introduction by the chapter president
- ✓ 3 minutes podium time
- ✓ 2 complimentary guests with reserved seats
- ✓ marketing table in registration area
- ✓ one-piece marketing information in chairs
- ✓ company logo and link on meeting webpage of dallashr.org

marketing table at Talent Management luncheon

Four-part series $600 members, $800 future members
Per event $175 members, $225 future members

- ✓ one complimentary luncheon registration
- ✓ marketing table in registration area

event sponsorships

dates, locations and topics at dallashr.org/calendar

networking events

Specialized events providing unique opportunities to make personal connections with fellow HR professionals and chapter leaders. Two interactive formats alternate monthly. Sponsorship includes introduction and brief comments plus recognition on the event page and onsite.

$1,000 per six-part series or $200 per event

networking happy hour

Held at popular restaurants and venues throughout the Dallas area, the happy hour series is a fun and casual way to socialize with colleagues and make new connections. Average 50-75 guests per event held the Third Thursday of every other month.

membership mixer

New to DallasHR or want to find out what's new? Learn how to make the most of your membership and all of the advantages it provides. Hosted at the DallasHR office, the Membership Mixer kicks off with a brief overview of membership benefits followed by an informal mixer attended by volunteer leaders, members and more. Average 25-30 guests held the Third Thursday every other month.

event sponsorships

dates, locations and topics at dallashr.org/calendar

Executive Breakfast Series

A unique offering developed to provide HR executives in our community with access to other HR leaders of national and international organizations. The three-part annual series features an opportunity for Senior HR leaders to network with peers and hear about their challenges while sharing best practices. **Three part series $4,000 exclusive sponsorship.**

- ✓ recognition on event invitations
- ✓ recognition in related communications
- ✓ logo recognition with onsite signage
- ✓ verbal recognition by event host/facilitator
- ✓ up to two designated guests at each event (guests are subject to committee approval)

Legal Exchange Conference

This full-day interactive event combines multiple formats and speakers to deliver the most up-to-date legal advisories shared by leading employment law attorneys and subject matter experts. **$3,000 exclusive sponsorship**

- ✓ full sponsorship of corresponding Monthly Luncheon (month TBD)
- ✓ logo recognition in promotional communications
- ✓ logo recognition on event web page of dallashr.org
- ✓ logo recognition with onsite signage
- ✓ verbal recognition from chapter president
- ✓ calendar listing on HRConnect
- ✓ banner ad on dallashr.org, from time sponsorship is confirmed through event date
- ✓ promotion at DallasHR events from time sponsorship is confirmed through date of event (DallasHR will provide materials)
- ✓ first right of renewal until Dec. 1 of same year

HR Executive of the Year

Annual peer-nominated award recognizing an HR executive who exemplifies the strategic role of HR and demonstrates outstanding leadership within the HR community. **$3,500 exclusive sponsorship**

- ✓ recognition in year-round promotion of the award
- ✓ recognition on information page of dallashr.org
- ✓ recognition with onsite signage
- ✓ verbal recognition from chapter president
- ✓ company representative onstage during presentation of award
- ✓ sponsorship of December Monthly Luncheon when the award is presented, including recognition by chapter president, reserved table for up to 10 guests, two minutes of podium time, marketing table in registration area, brochure/material at each place setting, and recognition on event web page of dallashr.org

special programs

Drew Young Scholarship $1,500

Encourages undergraduate and graduate students preparing for work in the field of Human Resources Management.

- ✓ Recognition on award web page
- ✓ Recognition in member communications
- ✓ Verbal recognition and option to have representative onstage during presentation of award (September)

Pursuit of Excellence Award $1,500

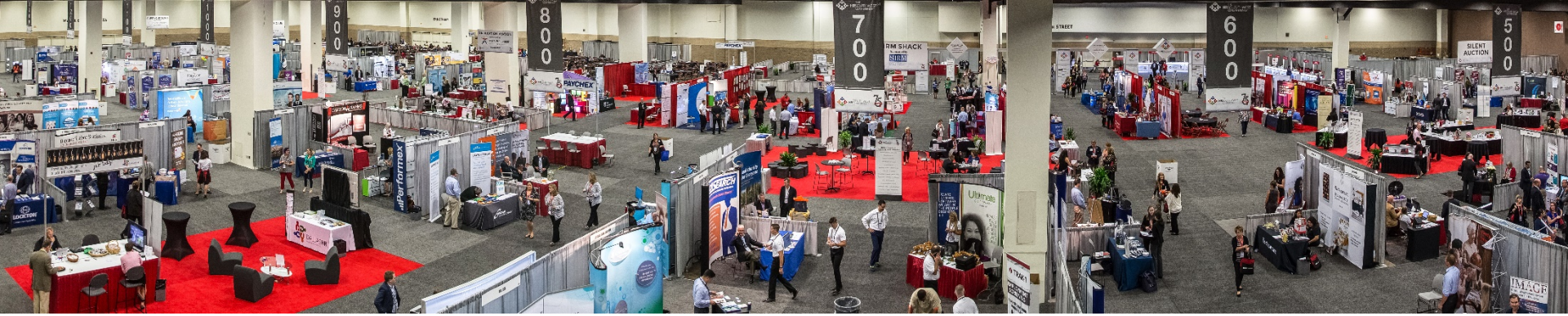
Recognizes HR professionals who have demonstrated commitment to the field of Human Resources through pursuit of academic and professional achievement

- ✓ Recognition on award info pages of dallashr.org
- ✓ Recognition in member communications
- ✓ Verbal recognition and option to have representative onstage during presentation of award (February)

Speaker Appreciation exclusive 12-month sponsorship $2,000

- ✓ Customized thank you gift featuring sponsor logo provided to monthly luncheon and Talent Management luncheon speakers (DallasHR selects and provides gift)
- ✓ Verbal recognition when gift is presented to each speaker
- ✓ Recognition on speaker information page of dallashr.org

awards & scholarships



THE HR SOUTHWEST CONFERENCE™

POWERED BY DALLASHR

The HRSouthwest Conference (HRSWC) is the largest regional gathering of HR professionals in the United States and the official State of Texas SHRM Conference.

Dynamic keynote speakers deliver compelling themes and key industry thought-leaders present more than 100 educational sessions on a wide variety of trending topics.

HRSWC provides two-and-a-half days of educational and networking activities plus a robust Marketplace of nearly 200 innovative HR solutions and services.

Location: Fort Worth Convention Center

October 1-4, 2017
October 14-17, 2018
October 27-30, 2019
October 4-7, 2020

Exhibit opportunities from $1,750
Sponsorships from $5,000 (including exhibit package)

hrsouthwest.com/marketplace

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