

Strategic Partnerships

2010



DALLASHR™
Advancing the value of HR.

DallasHR Mission

DallasHR supports the HR practitioner, advances the profession, champions HR causes and supports the business community by providing subject-matter expertise, current information and educational offerings.

Advancing the value of HR.

DallasHR Membership Facts

- Largest SHRM-affiliated chapter in the DFW area with over 2,200 members.
- Of those 2,200+ members, 92% are professional members
- 1,200 companies are represented through the membership
- Company sizes range from 100-499 (25%) to 5000+ (21%) to under 100 (20%).
- 70% of the membership are HR manager or higher
- Top five job functions:
 - Generalist
 - Employment/Recruitment
 - Employee Relations
 - Benefits
 - Training/Development

What is a DallasHR Strategic Partner?

A strategic partnership is a year-long (12 months) commitment for vendors who want to receive the maximum value (ROI) out of their investment. Instead of having one opportunity to reach out to the membership, the strategic partner has multiple connections throughout the year.

DallasHR Strategic Partners

These partnerships are limited - a total of 14 strategic partners can be involved in the program at one time.

Diamond Level – 4 partners

Ruby Level – 2 partners

Sapphire Level – 4 partners

Emerald Level – 4 partners

Diamond Strategic Partner

Commitment:

\$10,000 (DallasHR member); \$12,000 (nonmember)

Benefits/Recognition:

- Logo and company link on front page of DallasHR web site
- Complimentary one-year listing on DallasHR online service provider directory (\$250 value)
- Two ads in eNETWORK bimonthly newsletter
- Two email blasts sent to entire DallasHR membership (\$2,400 value)
- One-time rental of membership mail list (\$1,000 value)
- Logo listed with new member correspondence

Diamond Strategic Partner cont.

- Sponsor for both Diversity and Employment Law Conference (\$6,000 value)
- Vendor table at both Diversity and Employment Law Conference (\$1,500 value)
- Two monthly meeting sponsorships (\$5,000 value)
- A vendor table at two monthly meetings (\$1,000 value)

\$17,000+ in advertising and marketing opportunities!
That's a \$5,000-7,000 savings!

Ruby Strategic Partner

Commitment:

\$6,000 (DallasHR member); \$7,000 (nonmember)

Benefits/Recognition:

- Logo on page of DallasHR web site
- Complimentary one-year listing on DallasHR online service provider directory (\$250 value)
- One ad in eNETWORK bimonthly newsletter
- One email blast sent to entire DallasHR membership (\$1,200 value)
- Logo listed with new member correspondence

Ruby Strategic Partner cont.

- Sponsor for *either* Diversity and Employment Law Conference (\$3,000 value)
- Vendor table at *either* Diversity and Employment Law Conference (\$750 value)
- One monthly meeting sponsorship (\$2,500 value)
- A vendor table at two monthly meetings (\$1,000 value)

\$8,000+ in advertising and marketing opportunities!

Sapphire Strategic Partner

Commitment:

\$4,000 (DallasHR member); \$5,000 (nonmember)

Benefits/Recognition:

- 50% discount on one-year listing on DallasHR online service provider directory (\$125 value)
- One ad in eNETWORK bimonthly newsletter
- Company name listed with new member correspondence
- Vendor table at *both* Diversity and Employment Law Conference (\$1,500 value)
- A vendor table at two monthly meetings (\$1,000 value)

Emerald Strategic Partner

Commitment:

\$2,000 (DallasHR member); \$2,500 (nonmember)

Benefits/Recognition:

- 50% discount on one-year listing on DallasHR online service provider directory (\$125 value)
- Company name listed with new member correspondence
- Vendor table at *either* Diversity and Employment Law Conference (\$750 value)
- A vendor table at two monthly meetings (\$1,000 value)

DallasHR Strategic Partnership

Yes! We would like to participate as a DallasHR Strategic Partner.

Contact Name _____

Company Name _____

Address _____

Phone _____ Email _____

Please send your reply to Yvette Remschel, CMP, DallasHR Business Development Director, 4100 Spring Valley Rd, Ste 300, Dallas, TX 75244 or email to yvette@dallashr.org.

Questions? 214.631.8775, ex 22

