

Sponsorship



**“To Serve and Advance
the HR Profession
in Western New York”**



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Who is Buffalo Niagara Human Resource Association?

Buffalo Niagara Human Resource Association (BNHRA) is a not for profit association comprised of a diverse group of professionals involved in a variety of leadership and support roles within the human resource management profession.

Found in 1974 and over 600 members strong, we are the local chapter of the national Society for Human Resource Management (SHRM) and have been awarded Superior Merit Awards for the past several years. BNHRA is the premier association in Western New York driving the Human Resource profession to the level that is critical to organizational success. We develop professionals and provide opportunities to contribute to each other, our organization and our communities.

Our Purpose...

Our mission is twofold: To provide opportunities for conferences, cooperative research and exchange of information among members, and to raise the standards of performance in all phases of human resource management and labor relations.

Chapter Background...

The Buffalo Niagara Human Resource Association - formerly known as the Niagara Frontier Chapter of SHRM and before that ASPA, American Society for Personnel Administration- was founded by a small group of local personnel managers and university professors in 1974. Its goal was to provide open communication, networking and information to others in the same profession.

Who belongs to BNHRA?

BNHRA members represent the entire spectrum of the human resource profession. BNHRA includes over 600 Western New York human resource professions. More than 60% of the members are management level, director level or above with decision making authority covering the entire scope of the human resources.



Sponsorships

Would you like to have a captive audience of human resource professionals? BNHRA holds professional development meetings, workshops and networking opportunities on topics relevant to the day-to-day success of the human resource profession. Over 80% of members say that they joined BNHRA to attend these types of events. There is no better opportunity to inform the audience about your work and promote your company.

Program Featured Sponsor - \$450.00

- Introduction by President
- 3-5 minute presentation (pre-meeting)
- Vendor Table
- BNHRA Web – 30 day logo recognition on Web Home Page (month of event)
- BNHRA NetWork newsletter - ½ Page Ad (Quarterly Issue)
- Logo recognition on meeting announcements and registration
- Logo recognition on Chapter Chatter (Email announcements)
- List of meeting attendees
- Chapter Mailing List
- Two complimentary admissions to meeting

Program Meeting Sponsor - \$300.00

- Introduction by President
- Vendor Table
- BNHRA NetWork newsletter – ¼ Page Ad (Quarterly Issue)
- List of meeting attendees
- Chapter Mailing List
- Two complimentary admissions to meeting



New Member Orientation Meeting \$300.00

This event brings new members together to meet with the BNHRA Board members, review member services, network with other members, enjoy hors d'ouvres and prizes with other new members.

- Introduction by President
- 3-5 minute presentation (pre-meeting)
- Logo recognition on Chapter Chatter (Email announcements)
- Logo recognition on new member invitation and registration
- List of new member attendees
- Chapter Mailing List
- One complimentary admission to event

Vendor Table - \$150.00

There are a limited number of vendor tables available at each monthly event for the opportunity to promote vendor products and services to all program attendees.

- A skirted six foot table will be provided the night of the event
- One complimentary admission to dinner

Chapter Chatter Email Announcements - \$150.00 (per month)

Chapter Chatter is the Email announcement tool that is delivered twice monthly (usually the 1st and 15th) of every month to the membership (600+). Your company logo will be displayed referencing your sponsorship with a hyperlink to your website in addition with two –three lines of text.



Newsletter Advertisements

The BNHRA newsletter NetWork is distributed electronically to BNHRA member's bi-monthly. The distribution includes 600+ HR decision makers. We are very proud of the professional image of the BNHRA newsletter. Our advertisers get great results. Regular features in the newsletter include: president message, legal updates, calendar of events, national SHRM news, and the activities of the numerous committees and initiatives active in BNHRA.

Your advertisement should be camera-ready art. Electronic transfer of advertisement is always encouraged and must be in **Photoshop TIFF or JPEG, Quark or Illustrator**. All fonts and graphics must accompany file. Charges for additional work to your advertisement by our graphic artist will be charged back to you. The BNHRA newsletter editor reserves the right to use discretion in the placement of your advertisement. Our newsletter is now quarterly and comes out in January, April, July and October.

Ad Size	Per Issue Rate (1 Issue)	Per Issue Rate (2-3 Issues)	Yearly Per Rate Issue (4 Issues)
Business Card 3.5 X 2	\$75	\$65	\$50
1/16 Page 2.15 X 2.75	\$95	\$85	\$70
1/4 Page 4.25 X 5.50	\$120	\$110	\$95
Full Page 8.5 X 11	\$200	\$190	\$175
½ Page with Benefit Article 8.5 X 11	\$250	N/A	N/A



Web Advertisements

The BNHRA Website is the latest tool used by BNHRA to connect its 600+ members with the services they need access to. The BNHRA Website receives in excess of 12,000 hits per month making it the perfect avenue to reach your target audience.

All web advertisements should be 160 X 65 pixels and provided in a JPEG format. File size should not exceed 45K. The BNHRA Webmaster reserves the right to use discretion in the placement of your advertisement.

All advertisements will prominently display your Company name and logo on the Home Page as well as all pages with a hyperlink to your Company's website.

Ad Size	Per Month Rate (1-2 month)	Per Month Rate (3-6 months)	Per Month Rate (7-11 months)	Yearly Rate
Web Ad 160 X 65	\$75	\$60	\$50	\$500
Web Banner 530 X 125	\$75	\$60	\$50	\$500



BNHRA Guideline for Vendors

In an effort to maintain the professional image of BNHRA and to help you effectively market your products and services to our members, BNHRA has created the following guidelines for those purchasing sponsorship and advertising opportunities.

- *Remember Who Your Audience Is:* We are a group of HR professionals who are charged with maintaining the highest standards of professional and personal conduct in our organizations. Hence, please be sensitive to products and services that could be perceived to detract from this goal. Ensure your product or service can help us achieve this standard.
- *We Are Busy Professionals:* Ensure that your materials concisely present information about your products and services in a manner that allows us to quickly ascertain these items that may be useful to us.
- *We Do Want You To Follow Up:* When interest is expressed in your product or services please follow up promptly. If there is no interest, please respect that decision. In the long-term, it will buy you and your organization the respect of the HR professional.

We appreciate your interest in our organization and our membership and we value the products and services that you bring to our attention. We want only for you to be successful in your marketing efforts to our membership population and hope these guidelines will enhance your success.

BNHRA Non-Solicitation Policy

In addition to valuable content and professional development, BNHRA events provide beneficial networking opportunities. The purpose of this policy is to provide guidelines that foster a positive networking environment for HR professionals and our resource partners. Mass solicitation and solicitation during chapter events are prohibited unless otherwise *authorized and paid in advance* to the BNHRA. Exhibitors will be allowed to display product literature and samples in a designated area(s). Exhibitors may solicit individuals that approach their display table and inquire about their products and services.

Soliciting members by telephone, fax, email, and personal visits or by any other means is strictly prohibited unless authorized by the BNHRA Executive committee. Should a violation of this policy occur, BNHRA reserves the right to prohibit meeting attendance and/or revoke membership in addition to fines and/or legal action.



BNHRA Sponsorship and Advertisement Agreement

Choose which Sponsorship/Advertising opportunities best suit your company's needs:

Program Featured Sponsor	Preferred Month: _____	\$450
Program Meeting Sponsor	Preferred Month: _____	\$300
New Member Orientation		\$350
Vendor Table	Preferred Month: _____	\$150
Newsletter Advertisements	# of Issues: _____ Size: _____	\$_____
Web Advertisements	Type: _____	
	# of Months: _____	\$_____
Chapter Chatter	Month: _____ Date: _____	\$150
	TOTAL AMOUNT DUE	\$_____

***Payment can be made by check, VISA, MasterCard or American Express.
Checks should be made payable to: BNHRA
P.O. Box 287 Orchard Park, NY 14127***



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Sponsor Information

Company Name: _____	
Primary Contact: _____	
Address: _____	
City/State/Zip: _____	
Telephone: _____	Fax: _____
Email: _____	Website: _____

Other Information

Name of Meeting Attendees to receive Complimentary Admission: Name: _____ Name: _____ AV and electrical needs: (please list if you need an electrical outlet) _____
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*By signing, I acknowledge that I understand the Sponsorship and Advertising opportunity guidelines and BNHRA's Non-Solicitation policy set forth in this booklet. In addition, I agree to make **FULL payment 30 days prior to any chapter event or advertisement** unless otherwise arrangements have been made through the BNHRA Communication Director.*

Print: _____

Signature: _____ Date: _____

For use by BNHRA: Accepted By: _____ Date: _____