



PENINSULA SHRM
INNOVATE. INSPIRE. LEAD.

ANNUAL CHAPTER PARTNER PACKAGES 2026



WHO WE ARE?

The Peninsula Chapter of SHRM, #0726, was established in July 2008 and serves the Peninsula and Hampton Roads areas. As an affiliate of the Society for Human Resource Management (SHRM) and an approved provider of recertification credits for SHRM and HRCI, we are excited to be a chapter of choice for tenured professionals and those pursuing or interested in a career in HR and business operations. We are a 501(c)(6), professional organization.

WHAT WE DO?

We regularly engage over 900 local human resources professionals and business leaders. As an active Chapter, we host monthly continuing education programs, an annual leadership conference, networking socials, volunteer events, and many other events and initiatives to support the human resources profession.

Partner with us to elevate your organization's brand while advancing the workforce and human resources profession. Your support enables us to deliver high-quality educational programs, professional development opportunities, and community initiatives that strengthen local employers and empower employees throughout the Hampton Roads region.

CONTACT US FOR MORE INFORMATION

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PARTNERSHIP OPTIONS

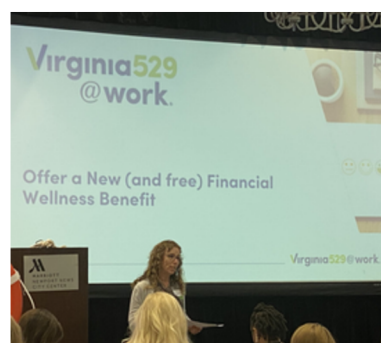
Partnership Package Name	Price
Chapter Champion (limited to 1 partner)	\$3,500
Strategic Partner (limited to 2 partners)	\$1,500
Building HR Leaders Partner (Scholarship)	\$1,500
Executive Partner	\$500
Networking Partner	\$350
E-Community Partner	\$250
Digital Marketing Campaign	\$125 - \$350

Chapter Champion Partnership

\$3,500

Benefits

- Five-minute presentation on product/services for all PenSHRM monthly chapter program events.
- Table to display materials, collect business cards and greet attendees before monthly program events.
- Four (4) complementary registrations (annual) for monthly chapter program events & discounted rate for additional registrations.
- Opportunity to distribute materials at all monthly chapter program events.
- Recognition as Chapter Champion at all monthly chapter program events.
- Brand exposure on all PenSHRM social media platforms and in monthly E-blasts.
- Recognition as featured sponsor on PenSHRM social media during presenting programs.
- Brand exposure in rotating slide show (played for 30 minutes prior to program kickoff).
 - Chapter Champion Sponsors may submit up to (5) ad pages for rotating slide deck.
- Opportunity to post two (2) monthly articles to be shared on PenSHRM social media platforms**.
- Opportunity to post HR-Related events on Peninsula SHRM's website calendar. (Includes announcement of upcoming event on Peninsula SHRM's social media sites.)
- First choice on PENSHRM Leadership Conference sponsorship opportunities.



Strategic Partnership

\$1,500

Benefits

- Five-minute presentation on product/services for two (2) PenSHRM monthly program events.
- Table provided to display materials, collect business cards, and greet attendees before program begins.
- Four (4) complimentary registrations (annually) for monthly chapter program events.
- Opportunity to distribute materials at all monthly chapter program events.*
- Recognition as Strategic Partner at all monthly chapter program events.
- Brand exposure on all Peninsula SHRM social media platforms and in monthly e-mail blasts. Recognition as featured sponsor on all social media platforms during presenting months of sponsorship.
- Brand exposure in rotating slide show (played for 30 minutes prior to program kickoff). Strategic sponsors can submit up to 3 ad pages for slide deck.
- Opportunity to post one monthly article to be shared on Peninsula SHRM social media platforms**.
- Opportunity to post HR-Related events on Peninsula SHRM's website calendar. Includes announcement of upcoming event on Peninsula SHRM's social media sites.



*Sponsor materials may be distributed unless there is a product/service conflict with the presenting Sponsor

**Articles may include sponsored content and are also subject to approval by Peninsula SHRM President

Building HR Leaders Scholarship Partner \$1,500

HR Exam or Learning System

- Logo exposure on all Scholarship announcements, communications, and materials.
- Logo exposure on Home Page for PenSHRM website.
- Two E-blasts advertising products and services (scheduled for spring and fall).
- Two social media E-blasts (scheduled for spring and fall).
- Brand exposure in Monthly Programs Slide-Show (displayed for 30 to 45 minutes prior to our monthly program). Sponsor can submit one slide to be included in the rotating slide show.
- Opportunity to post monthly article to be shared on Peninsula SHRM social media platforms**.
- Opportunity to post HR-Related events on Peninsula SHRM's website calendar. Includes announcement of upcoming event on Peninsula SHRM's social media sites.

Meet our Past Certification Scholarship Recipients



Elizabeth Harmon
Drucker + Falk



Donna Fenner
County of York



Nicquita Scott
City of Hampton



Shikyra Dailey
City of Hampton



Rikki Thomas
Hampton University



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Executive Partner \$500

Benefits

- Three-minute presentation on product/services for one (1) PenSHRM monthly chapter program event.
- Table available to display materials, collect business cards, and greet attendees.
- Two (2) complimentary registrations (annually) for PenSHRM monthly chapter program event and discounted rate for additional registrations.
- Opportunity to distribute materials at any monthly chapter program events.*
- Recognition as an Executive Partner at all monthly chapter program events.
- Brand exposure in all Peninsula SHRM social media platforms and monthly E-blasts. Recognition as the “featured sponsor” on all social media platforms during presenting month.
- Brand exposure in rotating slide show (displayed for 30 minutes prior to our monthly program). Executive Partners can submit one (1) ad page to be included in the rotating slide show.
- Opportunity to post one (1) monthly article to be shared on Peninsula SHRM social media platforms**.
- Opportunity to post two (2) HR-related events on Peninsula SHRM’s website calendar. Includes announcement of upcoming event on Peninsula SHRM’s social media sites.



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Networking Partner \$350

Benefits

- Five-minute presentation on product/services during PenSHRM Social or networking event.
- Table provided to display materials, collect business cards, and greet attendees.
- Complimentary registration for sponsoring event and one (1) complimentary registration for one monthly chapter program event.
- Opportunity to distribute materials at all monthly chapter luncheons*.
- Brand exposure in rotating slide show (displayed for 30 minutes prior to program kickoff) to include one (1) ad page for rotating slide show at monthly programs.
- Opportunity to post one (1) article to be shared on Peninsula SHRM social media platforms**.
- Opportunity to post one (1) HR-Related event on Peninsula SHRM's website calendar. Includes announcement of upcoming event on Peninsula SHRM's social media sites.



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E-Community Partner \$250

Benefits

- Two three-minute presentations on product/services for one PenSHRM virtual meeting.
- Complimentary registration for sponsoring event
- Recognition as an E-Community Partner at all monthly chapter luncheons.
- Brand exposure in all Peninsula SHRM social media platforms and monthly e-mail blasts.
- Recognition as the “featured sponsor” on all social media during presenting month.
- Brand Exposure in Partnership Slide-show (E-Community Partners can submit 1 ad page to be included in the opening slide show).
- Opportunity to post one monthly article to be shared on Peninsula SHRM social media platforms**.
- Opportunity to post HR-Related events on Peninsula SHRM’s website calendar. Includes announcement of upcoming event on Peninsula SHRM’s social media sites

Digital Marketing Campaign

Are you hosting an event and want to extend an invitation to our network? Are you breaking into the local market and want to get the word out? Our digital communications are an effective way to virtually promote your organization.



Digital Campaign - \$350

Includes four electronic announcements to be emailed to PenSHRM mailing list. (No more than one announcement/week.)

Includes two social media platform announcements (scheduled biweekly during campaign).

Announcement designs and content is the responsibility of the sponsor and is subject to approval from Chapter President prior to being disbursed.

Digital Announcement - \$125

Includes one electronic announcement to be emailed to PenSHRM mailing list and posted to PenSHRM social media platforms.

Announcement design and content is the responsibility of the sponsor and is subject to approval from Chapter President prior to being disbursed.