



2021-2022 Sponsorship Opportunities

The following is a description of the value of the program sponsorship. The 2021-2022 program year will begin with virtual meetings. It is possible that the program year will continue with a mix of virtual and in-person meetings.

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About MAHRA: Our purpose is to elevate the human resource profession. MAHRA's monthly program meetings are designed to serve our highly engaged membership by providing education, facilitating the exchange of ideas and experiences, and fostering a community among HR professionals. The mission of The Manchester Area Human Resources Association is to provide high quality programs of interest to human resource professionals, as well as an opportunity to network with other HR professionals on a variety of topics. In furtherance of this mission MAHRA will:

- Provide opportunities for conferences, research and exchange of knowledge and experience among members.
- Provide a forum for the personal and professional development of MAHRA members.
- Provide an opportunity to develop leadership, managerial, public speaking, and group decision making skills.
- Provide an opportunity to focus on current human resource management issues of importance to the membership.
- Provide focus for legislative attention to state and national human resource management issues.
- Provide information gathering and dissemination channels.

About our membership:

MAHRA currently has 203 active members representing 166 companies.

MAHRA Members by Company Size

# of employees:	#	%
0-99 employees	52	26%
100-499 employees	60	30%
500-999 employees	30	15%
1000+ employees	28	14%
Total	203	100%

MAHRA Members by Membership Category

	#	%
Affiliate	28	14%
Honorary Member	2	1%
Internal	1	0%
Professional	50	25%
Professional (SHRM Member)	92	45%
Sponsorship	19	9%
Student	6	3%
Transitional	5	2%
Total	203	100%

<https://www.mahra.org/Membership-Categories>



Program Sponsor - \$750 + Raffle Item

Here's what you can expect as a sponsor:

- MAHRA Board Member will introduce your organization's presenter/representative at the program meeting
 - Please provide your presenter's bio
 - Your presenter will have 8-10 min to address the membership
 - You are welcome to provide PowerPoint slides that MAHRA can pre-load into the meeting presentation
- Your company logo and tag line on all communications regarding sponsored meeting
- Your company logo displayed on one of the opening slides
- Your marketing material will be made available to attendees:
 - Electronic materials "pushed out" with any program material during the meeting. Material must be in a format for easy download (i.e. *.pdf)
- Your logo, tag line and brief description of your organization prominently featured on MAHRA.org website during the month the meeting is sponsored
- Two attendees at no additional cost company (presenter and one guest)
- Thank you from MAHRA posted on social media after the program meeting
- Access to attendees: You'll receive a list of attendees after the meeting to choose a raffle winner. You'll have the ability to send any additional material post-meeting to all attendees.
- Facilitated introductions to the MAHRA board, committee members, other sponsors, and program speakers, as requested

Sponsorship requirements:

- Donation: \$750, Payment is due prior to the meeting
- Raffle item for attendees.
- Provide your logo, tag line and brief description of your business for promotion on the MAHRA website, event invitation and social media.

Payment due one month prior to meeting; please provide a logo, tag line and brief description of your business for the website.



Technology Sponsor - \$1,250 for a half year

Here's what you can expect as a sponsor:

- For all monthly program meetings your company logo prominently displayed on main slide while waiting for meeting to begin, scrolling slides during networking time, and at the end of the meeting (virtual & in-person)
- Verbal Thank You at the end of the meeting (virtual) or verbal thank you at the beginning of the meeting (in-person)
- Company logo prominently displayed on Sponsor page at the end of the meeting (virtual & in-person)
- Attendance for one person each monthly program meeting (virtual & in-person)
- 4 Social Media Posts throughout the year
- Facilitated introductions to the MAHRA board, committee members, other sponsors, and program speakers, as requested

Sponsorship requirements:

- One-time donation of \$1,250; Payment is due within 30 days of invoicing
- Provide your logo, tag line and brief description of your business for promotion on the MAHRA website, event invitation and social media.



Social Media Sponsor - \$500 for a half year

Here's what you can expect as a sponsor:

- 2 social media posts throughout the year, thanking your company, authored by MAHRA
- Collaboration on 5-10 social media posts to cross-promote our organizations
- For all monthly program meetings your company logo prominently displayed on main slide while waiting for meeting to begin, scrolling slides during networking time, and at the end of the meeting (virtual & in-person)
- Company logo displayed on the MAHRA website
- Attendance for one person per program meeting (virtual & in-person)
- Facilitated introductions to the MAHRA board, committee members, other sponsors, and program speakers, as requested

Sponsorship requirements:

- Donation: \$500, Payment is due within 30 days of invoicing
- Provide your logo, tag line and brief description of your business for promotion on the MAHRA website, event invitation and social media.