



# 2024 Partnership Guide

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Promote your Business through the  
Lake Washington Human Resource Association

# What is LWHRA and Why Should You Partner with Us?

The Lake Washington Human Resource Association (LWHRA) is a local chapter of the Society for Human Resource Management (SHRM). LWHRA is a SHRM “Super-Mega” chapter – one of the largest in the U.S. with more than 800 members locally. Due to our educational programs—including the annual Symposium and our strategic initiatives—we’ve been consistently recognized by SHRM as a Platinum Level - Excel Award winner. LWHRA reaches more than 3,000 HR professionals in the greater Puget Sound area through weekly electronic communications and regular posts to social media. Of these professionals, 78% work “in-house” in a human resource or organizational development role, and 58% are senior HR professionals making or influencing decisions.

**Affiliated Members**




**800+**  
People

**Community Outreach**



**3000+**  
People

**HR Leaders**



**58%**  
are Decision Makers or  
Influence Purchasing  
Decisions

### Our Members Represent

AAA,  
ADP,  
Amazon,  
Boeing,  
City of Bellevue,  
Clark Nuber,  
Coffman Engineers,  
Eddie Bauer,  
Microsoft,  
Nintendo,  
Nordstrom,  
Paccar,  
Sellen Construction,  
T-Mobile  
University of Washington  
and many, many more  
organizations.

[Sign Up Today!](#)

# Annual Sponsorship Packages

	Platinum Package <b>\$5,250</b>	Gold Package <b>\$4,250</b>	Silver Package <b>\$2,750</b>	Bronze Package <b>\$1,250</b>
<b>Website Marketing</b>				
Access to LWHRA Logo for Partnership Promotion (upon request)	✓	✓	✓	✓
Listing on the Partners Webpage	Prominent Linked Logo	Linked Logo	Linked Name	Linked Name
Annual Listing in LWHRA's Online Vendor Directors	✓ (Three Categories)	✓ (Two Categories)	✓ (One Category)	
One Complimentary LWHRA Calendar Posting	✓			
<b>Email Marketing</b>				
Listed in LWHRA Newsletters	Prominent Linked Logo	Linked Logo	Linked Name	Linked Name
One Complimentary LWHRA Newsletter Ad (400px x 200px high resolution PNG file to be provided by partner)	✓			
<b>Virtual Chapter Meetings</b>				
Chapter Meetings Sponsorship	One	One		
Featured in Monthly Chapter Meeting Promotional Reel	Exclusive Slide	Group Slide	Group Slide	Group Slide
<b>LWHRA Symposium</b>				
Symposium Exhibit Opportunity	Complimentary Premium Booth	Complimentary Standard Booth	Complimentary Table Top Exhibit	\$250 Discount on a Standard Booth
Featured in General Session Room Looping Slides	Prominent Logo	Logo	Logo	Logo
Mobile Event Site	Full Page Ad*	Half Page Ad*	Quarter Page Ad*	
Complimentary Event Registrations (additional registrations +\$200)	Three	Two	Two	
Optional Symposium Sponsorship Upgrade	Keynote Sponsor Upgrade +\$250 (First Come, First Serve Basis)			

## Bundle and Save as an Annual Sponsor

When you select an annual sponsorship package, you are bundling costs and can save up to \$3,500.

[Sign Up Today!](#)



MISSION  
OVERVIEW  
DETAILS  
PRIZES  
ENTER

LWHRA  
BUSINESS CASE CONTEST  
Inclusion, Diversity, Equity + Access to Action



# What is IDEA to Action?

## What is IDEA to ACTION?

A group of professionals within the LWHRA community are passionate about and committed to recognizing and inspiring Washington based organizations in their efforts surrounding DEI. This passion and commitment is where the concept of IDEA to Action was born.

IDEA stands for Inclusion, Diversity, Equity and Access – the core pieces of creating an effective business model to support people from all walks of life.

IDEA to Action is a business case contest for businesses across the state of Washington that are making a true impact in the DEI space. The purpose of this contest is to bring recognition to large and small companies, share ideas, and inspire best practices.

## Why should my organization sponsor the Business Case Contest?

This is a great way to get exposure to over 5500 HR Professionals in the Puget Sound Region. The awards ceremony will be held at our annual Symposium, in front of 250-350 HR Professionals that are gathered together to learn, celebrate, and recognize the impact that HR can have in our community. Depending on the package that you choose, you'll have varying levels of access and recognition at that event.

No matter the package you choose, you'll be recognized as a valued partner of LWHRA in the DEI advocacy space and contribute to the larger mission of Connecting, Growing and Serving LWHRA and its members.

Ultimately, you'll be making the world a better place.



**Champion**  
**\$3,000**  
One Available

- Recognition from Emcee during the Awards Presentation
- Logo Representation at the IDEA Awards Presentation and Video Reel
- Featured in Any IDEA Marketing Promotional Material
- Linked Logo Included in all LWHRA Weekly Newsletters
- Listing on the IDEA's LWHRA Webpage
- Access to LWHRA Logo for Partnership Promotion (upon request) as an IDEA Sponsor



**Advocate**  
**\$1,500**  
One Available

- Recognition from Emcee during the Awards Presentation
- Logo Representation at the IDEA Awards Presentation and Video Reel
- Featured in Any IDEA Marketing Promotional Material
- Linked Logo Included in all LWHRA Weekly Newsletters
- Listing on the IDEA's LWHRA Webpage
- Access to LWHRA Logo for Partnership Promotion (upon request) as an IDEA Sponsor



**Supporter**  
**\$500**  
One Available

- Logo Representation at the IDEA Awards Presentation and Video Reel
- Featured in Any IDEA Marketing Promotional Material
- Linked Logo Included in all LWHRA Weekly Newsletters
- Listing on the IDEA's LWHRA Webpage
- Access to LWHRA Logo for Partnership Promotion (upon request) as an IDEA Sponsor

# Partnership Opportunities



## Mentorship Program Sponsor

**\$750**

One Available

Includes a Linked Image in the LWHRA Partners “Widget” and Recognition at One Chapter Meeting.



## Volunteer Appreciation Event Sponsor

**\$750**

One Available

Includes a Linked Image in the LWHRA Partners “Widget” and Recognition at One Chapter Meeting



## Certification Program Sponsor

**\$750**

Two Available

Includes a Linked Image in the LWHRA Partners “Widget” and Recognition at One Chapter Meeting.



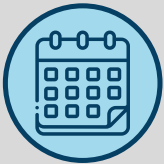
## Scholarship Sponsor

**\$450**

Four Available

Includes a Linked Image in the LWHRA Partners “Widget” and Recognition at One Chapter Meeting.

# Advertising Opportunities



## Event Calendar Listings

**\$150**

Two Available

Post an HR Related Event on the LWHRA Event Calendar. All Content Due at Time of Purchase.



## Certification Program Sponsor

**\$150**

Two Available

Reach Out to More than 3,000 HR Professionals in Our Region by Placing a 400px x 120px High Resolution Ad in One of Our Weekly Newsletters.



## Vendor Directory Listing

**\$225**

Two Available

Inclusion in One Category of the LWHRA Vendor Directory, Additional Categories are \$35 Each.



## A La Carte Chapter Meeting

**\$500**

Two Available

3-5 Minute Speaking Opportunity at the Start of Meeting with Presentation Logo Displayed at Meeting Logo Displayed on all LWHRA Marketing for the Month.

[Sign Up Today!](#)