



2023

Partnership Guide

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

HR Leaders



58%
are Decision Makers or
Influence Purchasing
Decisions

Community Outreach



3,000+
People

OUR MEMBERS REPRESENT

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

[**Sign Up Today!**](#)

Annual Sponsorship Packages

	PLATINUM PACKAGE \$5,250	GOLD PACKAGE \$4,250	SILVER PACKAGE \$2,750	BRONZE PACKAGE \$1,250
WEBSITE MARKETING				
Access to LWHRA Logo for Partnership Promotion (<i>upon request</i>)	✓	✓	✓	✓
Listing on the Partners Webpage	Prominent Linked Logo	Linked Logo	Linked Name	Linked Name
Annual Listing in LWHRA's Online Vendor Directory	✓ (Three Categories)	✓ (Two Categories)	✓ (One Categories)	
Featured in Partners "Widget" on LWHRA Website	✓	✓		
One Complimentary LWHRA Calendar Posting	✓			
EMAIL MARKETING				
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)	✓			
VIRTUAL CHAPTER MEETINGS				
Chapter Meeting Sponsorship	One	One		
Featured in Monthly Chapter Meeting Promotional Reel	Exclusive Slide	Group Slide	Group Slide	Group Slide
Access to Attendees List of All Attended Chapter Meetings	✓			
LWHRA SYMPOSIUM				
Symposium Exhibit Opportunity	Complimentary Premium Booth	Complimentary Standard Booth	Complimentary Standard Booth	\$250 Discount on a Standard Booth
Featured in General Session Room Looping Slides	Prominent Logo	Logo	Logo	Logo
Program Book Advertisement (<i>exclusive to annual sponsors only</i>)	Full Page Ad*	Half Page Ad*	Quarter Page Ad*	
Complimentary Event Registrations (<i>additional registrations +\$200</i>)	Three	Two	Two	
Included Symposium Sponsorship	Session Sponsor	Session Sponsor		
Optional Symposium Sponsorship Upgrade	Keynote Sponsor Upgrade +\$250 (First Come, First Serve Basis)			

* August 11, 2023: Deadline for ad artwork and logos to be included in the 2023 Symposium program book.

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!](#)



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.

IDEA to ACTION Partnership Opportunities



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
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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
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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.



Newsletter Listings
\$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

13-5 Minute Speaking Opportunity at the Start of Meeting with Presentation Logo Displayed at Meeting Logo Displayed on all LWHRA Marketing for the Month.



LWHRA Job Board Listing

Starting at:

\$165
Members

\$328
Non-Members

Job Flash Package

\$299
Members

\$499
Non-Members

Premium Job Flash Package

\$399
Members

\$549
Non-Members

Ultimate Job Flash Package

\$599
Members

\$749
Non-Members

Feature your Organization's Career Listings to a Wide Range of Highly Qualified HR Candidates. Visit the LWHRA Job Board at <https://jobs.lwhra.org/>.

Sign Up Today!