

Partnership Tiers at a Glance

	Diamond Partner (\$15,000)	Platinum Partner (\$7,500)	Gold Partner (\$3,500)	Build Your Own
Industry Exclusive	-	-	-	-
Membership List Access	~ 1,400 members	-	-	\$10,000
Webinar Hosting	✓	✓	-	\$5,000/ea.
eBlasts (10,000+ subscribers)	2x / year	1x / year	-	\$4,500/ea.
Podcast Commercials	2x / year	1x / year	-	\$1,000/ea.
Complimentary Event Tickets	2 passes to all events (~50 / year)	1 pass to all events (~50 / year)	1 pass to all events (~50 / year)	-
LinkedIn Post (13,000+ subscribers)	3	2	1	\$2,000/ea.
Logo Visibility (Website & Weekly Newsletter)	✓	✓	✓	-
Articles / Blog Posts	Unlimited	2	2	\$500/ea.
Premium Events Discounts	25% Off	15% Off	10% Off	-
Preferred Partner Directory Listing	Featured	Standard	Standard	\$500
Pitch to our Board of Directors & Leadership Council	-	-	-	\$3,000/ea.

***Exception:** Exclusive Partners will enjoy full category exclusivity within the Annual NYC SHRM Sponsorship Program. However, other companies in the same industry may still purchase exhibitor tables at select events (e.g., Holiday Party, Spring Summit, Awards Dinner). Exclusive Partners will receive first choice of table placement or be automatically featured in a premium location.

NYC SHRM METRICS

Membership Metrics

- **Total Members:** Approximately 1,400+ HR professionals
 - **Member Role Seniority:** 57%+ of our members hold CHRO/CHCO, President, Partner, Principal, C-Suite, VP/EVP, or Director roles
 - **Employer Size Representation:** 55%+ of our members represent companies with 100 to 5,000 employees
 - **Median Company Size:** 250-499 employees
 - **Years in Profession:** Median (18 years), Average (19.6 years)
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Digital Audience Reach

- **Newsletter Subscribers:** 10,000+ HR professionals subscribed
 - **Newsletter Open Rates:** ~47%
 - **Newsletter CTR:** ~2+%
 - **eBlasts Subscribers:** 10,000+ HR professionals subscribed
 - **eBlasts Open Rates:** ~40%
 - **eBlasts CTR:** ~2+%
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Social Media Stats

- **LinkedIn Followers:** 14,000+ HR Professionals
 - NYC SHRM Company Page: 3,696 followers
 - NYC SHRM Community Forum: 10,946 members
 - **LinkedIn CTR:** NYC SHRM average 7.98% vs Industry average ~2%
 - **LinkedIn Engagement Avg Rate:** NYC SHRM 11.28% vs Industry ~5%
 - **Other Platforms:** (Instagram, X and Facebook)
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Podcast

- **Engagement Rate:** ~51%
- **Platform Reach:** Spotify, Apple, Amazon, Pandora



Diamond Partner - \$15,000 (valued over \$35,000)

Offering maximum visibility, direct access to NYC's HR decision-makers, and premium year-round engagement opportunities.

- One-time Access to Entire NYC SHRM Membership List (≈1,400)
- Host an Exclusive Webinar (Topic of Choice, subject to approval)
- Two Exclusive eBlasts per Year (10,000+ subscribers)
- Two [Podcast](#) Commercials on Spotify, Apple, Amazon, & Pandora
- Two Complimentary Tickets to all Programs & Events (≈50 Annually)
- Three Dedicated LinkedIn Posts (13,000+ followers)
- Logo on Website & [Weekly Newsletter](#) (Annual visibility)
- Unlimited Articles / Blogs Posts (Topic of Choice, subject to approval)
- 25% Off Sponsorship Discount on Premium Events
- Featured Listing on Preferred Partner Directory

Platinum Partner - \$7,500 (valued at \$16,000)

Strong visibility with year-round touchpoints. For organizations to stay top-of-mind among NYC's HR community.

- Host an Exclusive Webinar (Topic of Choice, subject to approval)
- One Exclusive eBlast per Year (10,000+ subscribers)
- One [Podcast](#) Commercial on Spotify, Apple, Amazon, & Pandora
- One Complimentary Ticket to all Programs & Events (≈50 Annually)
- Two Dedicated LinkedIn Posts (13,000+ followers)
- Logo on Website & [Weekly Newsletter](#) (Annual visibility)
- Two Articles / Blogs Posts (Topic of Choice, subject to approval)
- 15% Sponsorship Discount on Premium Events
- Listing on Preferred Partner Directory

Gold Partner - \$3,500 (valued at \$7,000)

Ideal for organizations seeking introductory exposure and content marketing visibility.

- One Complimentary Ticket to all Non-premium Programs & Events (≈35 Annually)
- One Dedicated LinkedIn Post (13,000+ followers)
- Logo on Website & [Weekly Newsletter](#) (Annual visibility)
- Two Articles / Blogs Posts (Topic of Choice, subject to approval)
- 50% Discount on A la Carte Items
- 10% Sponsorship Discount on Premium Events
- Listing on Preferred Partner Directory

Build Your Own

Customize your own brand presence with high-impact, targeted engagement opportunities.

- One-time Access to Entire NYC SHRM Membership List (≈1,400) - \$10,000
- Host an Exclusive Webinar (Topic of Choice, subject to approval) - \$5,000
- An Exclusive eBlast per Year (10,000+ subscribers) - \$4,500
- Two Dedicated LinkedIn Posts (Company & Group) to 13,000+ followers - \$2,000
- One [Podcast](#) Commercial on Spotify, Apple, Amazon, & Pandora - \$1,000
- Ad on [Weekly Newsletter](#) to 10,000+ subscribers - \$1,000
- Article / Blog Post (Topic of Choice, subject to approval) - \$500
- Featured Listing on Preferred Partner Directory - \$500
- Three-to-Five-minute Intro Pitch to the Board and Leadership Council (60) - \$3,000

Ready to Partner?

Let us help you find the perfect sponsorship opportunity. Contact us at office@nycshrm.org.