



**GVFHRA**

# 2026-2027 PROGRAM YEAR SPONSORSHIP OPPORTUNITIES



The Greater Valley Forge Human Resource Association (GVFHRA) was chartered by the Society for Human Resource Management (SHRM) in 1983. For more than 40 years, the association has continued to evolve, expanding its programs and services to meet the changing needs of HR professionals. Today, GVFHRA is an award-winning chapter supported by an active committee structure and a strong regional presence.

GVFHRA is committed to serving as a leading regional resource for HR professionals. By prioritizing connection, authenticity, and support, we foster a community that encourages ethical leadership, strengthens organizations, and promotes meaningful engagement with the communities we serve.

We would welcome the opportunity to connect and explore chapter sponsorship opportunities together. We place strong value on the relationships we build and are intentional about partnering in ways that reflect the evolving needs of our community.

If you would like to start a conversation, please reach out to GVFHRA Executive Director, Adrienne Williamson, at [gvfhra@gmail.com](mailto:gvfhra@gmail.com).

We look forward to connecting!



# In-Person Evening Partnership

\$999

Availability TBD

For organizations seeking meaningful, in-person engagement with GVFHRA's HR community, the Program Partner opportunity provides a high-touch platform to build relationships, increase visibility, and connect directly with attendees. This sponsorship is designed to combine live networking, brand exposure, and speaking time within a single event experience, while maintaining the same standards of quality and professionalism expected across all GVFHRA programs.

- **Dedicated Speaking Opportunity** – Up to 5 minutes to present your organization to a live GVFHRA audience
- **Personalized Networking Support** – Tailored introductions to GVFHRA members aligned with your business goals
- **Interactive Sponsor Activity** – Engage attendees with a branded activity featuring a \$25 gift card prize
- **Premium Table Placement** – High-visibility exhibit table in a prime location for maximum engagement
- **Pre-Session Promotion** – Distribute handouts, promotional materials, or branded items before the session begins
- **Two Complimentary Event Tickets** – Admission for two sponsor representatives to attend the event
- **Access to Attendee List** – Receive the registration list to support your outreach and follow-up efforts
- **Giveaway Opportunity** – Promote your brand through a sponsored prize drawing or giveaway (optional)
- **Year-Long Website Recognition** – Prominent sponsor logo, summary, link, and contact information featured on the GVFHRA website for 12 months

# Industry Insights Session

## Sponsored Virtual Speaking Opportunity

\$999

7 available spots

For organizations seeking a dedicated and timely opportunity to connect with GVFHRA's HR audience, the Sponsored Virtual Speaking Opportunity provides a structured platform to deliver valuable insights, build credibility, and engage directly with attendees. These sessions are designed as education-first, credit-eligible programs and offer a direct way to participate in GVFHRA programming while maintaining the same standards of quality and relevance expected across all chapter events. This opportunity is limited and offered on a select basis throughout the year.

- **Dedicated Speaking Opportunity** – Lead a 60–75 minute virtual session for a GVFHRA audience, positioned as an educational, credit-eligible program
- **Exclusive Sponsor Recognition** – Featured as the sole sponsor of the session with brand visibility across all promotions and event materials
- **Thought Leadership Positioning** – Share insights aligned to your expertise while building credibility with HR practitioners
- **Opening Remarks** – Up to 3 minutes at the start of the session to introduce your organization
- **Pre-Event Promotion** – Inclusion in email campaigns and registration page visibility to GVFHRA's network of 1,800+ HR professionals
- **Access to Attendee List** – Receive the registration list (based on opt-in selections) to support follow-up and outreach efforts
- **Post-Event Engagement Opportunity** – Option to share a resource, guide, or takeaway with attendees following the session
- **Complimentary Event Tickets** – Two tickets to an upcoming in-person GVFHRA program aligned with your session timing
- **Credit-Eligible Program Alignment** – Session reviewed for SHRM and HRCI credit, enhancing attendee value and participation

Virtual speaking opportunities are available on the following dates:

- Wednesday, September 9, 2026
- Tuesday, November 17, 2026
- Wednesday, January 20, 2027
- Wednesday, February 10, 2027
- Wednesday, March 10, 2027
- Thursday, April 8, 2027
- Wednesday, May 12, 2027

All sessions are hosted as virtual lunch and learns from 12:00–1:15 PM to support strong attendance and engagement. Please note, we host only one virtual meeting per month.

# Host & Hospitality Partner (In-Person)

Availability TBD

**in-kind**

+ Hospitality  
Contribution

For organizations with a professional space in the King of Prussia or Malvern area, the Host Partner opportunity is a unique way to welcome GVFHRA's HR community into your environment while building meaningful, in-person connections. This in-kind partnership offers brand visibility, networking, and a brief speaking opportunity, while supporting a high-quality event experience.

## Details:

- **Professional Venue Hosting** – Provide a welcoming space for approximately 60+ attendees
- **Hospitality Support** – Provide beverages and support a quality food and beverage experience through catering or a financial contribution aligned with GVFHRA standards
- **Speaking Opportunity** – Up to 5 minutes to introduce your organization
- **Personalized Networking** – Tailored introductions to GVFHRA members aligned with your goals
- **On-Site Brand Visibility** – Event signage and verbal recognition
- **Pre-Event Promotion** – Inclusion in email campaigns and event marketing
- **Complimentary Tickets** – Admission for sponsor representatives
- **Giveaway Opportunity** – Optional sponsored prize or giveaway
- **Website Recognition** – Sponsor logo, summary, link, and contact information featured for 12 months

## Hospitality Structure

GVFHRA is committed to providing a high-quality food and beverage experience for all in-person programs.

## Host Partners may:

- Serve as the primary hospitality partner by providing beverages and supporting catering through a financial contribution or coordinated catering aligned with GVFHRA standards, or
- Co-sponsor hospitality with GVFHRA, where the Host provides beverages and GVFHRA secures an additional partner to help offset catering costs

When a co-sponsor is included, GVFHRA thoughtfully aligns partners and avoids pairing direct competitors.

# Catering Partner (In-Person)

in-kind

Availability TBD

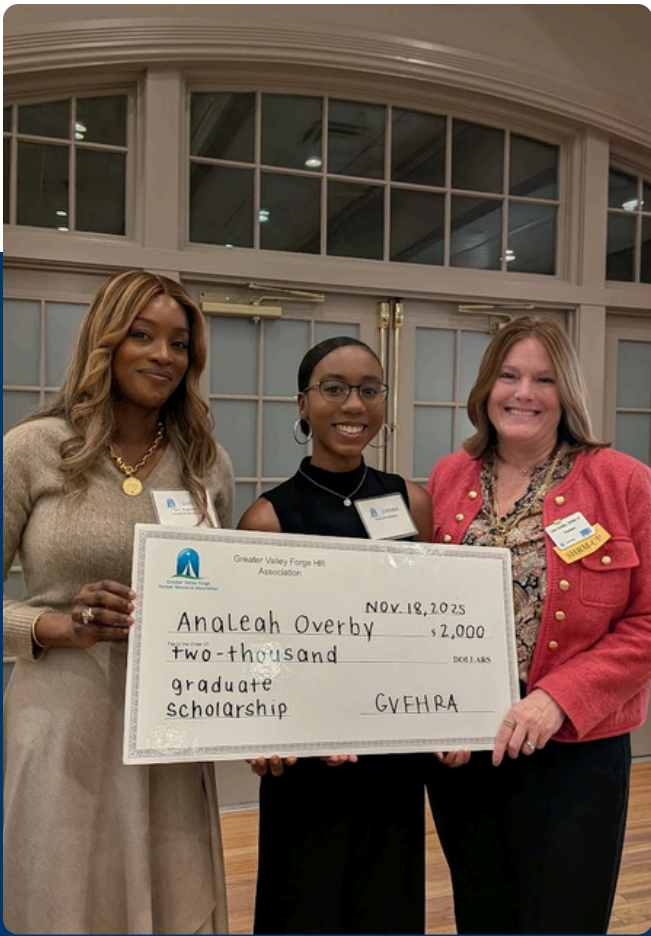
For restaurants and catering organizations, the Catering Partner opportunity provides a unique way to showcase your offerings while connecting directly with GVFHRA's HR community. This in-kind partnership is designed for organizations looking to build relationships, increase visibility, and create a memorable dining experience for attendees.

- **Culinary Showcase** – Provide food service for approximately 60+ attendees, highlighting your menu, quality, and presentation
- **On-Site Presence** – Opportunity to have team members onsite to engage with attendees and represent your brand during networking
- **Dedicated Speaking Opportunity** – Up to 5 minutes to present your organization to a live GVFHRA audience
- **Personalized Networking Support** – Tailored introductions to GVFHRA members aligned with your business goals
- **On-Site Brand Visibility** – Recognition throughout the event, including signage and verbal acknowledgment
- **Pre-Event Promotion** – Inclusion in email campaigns and event marketing to GVFHRA's network
- **Complimentary Event Tickets** – Admission for sponsor representatives to attend the event
- **Giveaway Opportunity** – Promote your brand through a sponsored prize drawing or takeaway item (optional)
- **Year-Long Website Recognition** – Prominent sponsor logo, summary, link, and contact information featured on the GVFHRA website for 12 months

## Event Flexibility

This sponsorship can be structured in a way that best aligns with your business and offerings. Catering Partners may:

- Partner alongside a Host Sponsor to support the overall food and beverage experience
- Host the event at your restaurant or venue
- Participate in events held at locations within the King of Prussia or Malvern area (venue to be determined)



# Silent Auction Partner

**\$1099**

1 available event

For organizations looking to demonstrate a meaningful commitment to giving back, the Silent Auction Partner opportunity provides a unique way to align your brand with GVFHRA's community impact efforts. Each year, we thoughtfully partner with hyper-local charities that reflect our mission and values, creating an opportunity for sponsors to support both the HR community and the broader region we serve.

- **Dedicated Speaking Opportunity** – Up to 5 minutes to present your organization to a live GVFHRA audience
- **Personalized Networking Support** – Tailored introductions to GVFHRA members aligned with your business goals
- **Interactive Sponsor Activity** – Engage attendees with a branded activity featuring a \$25 gift card prize
- **Premium Table Placement** – High-visibility exhibit table in a prime location for maximum engagement
- **Pre-Event Promotion** – Distribute handouts, promotional materials, or branded items before the event begins
- **Two Complimentary Event Tickets** – Admission for two sponsor representatives to attend the event
- **Access to Attendee List** – Receive the registration list to support your outreach and follow-up efforts
- **Giveaway Opportunity** – Promote your brand through a sponsored prize drawing or giveaway
- **Silent Auction Contribution** – Opportunity to donate a basket or item to the silent auction, supporting fundraising efforts for our featured community partner
- **Year-Long Website Recognition** – Prominent sponsor logo, summary, link, and contact information featured on the GVFHRA website for 12 months



## College Partner

**\$499**

4 available slots for our November Event - Exclusive to Colleges & Universities

The College Partner opportunity is designed to connect academic programs with GVFHRA's HR community, creating meaningful pathways between students, educators, and local employers. College Night provides a unique platform to showcase your program, highlight student talent, and strengthen relationships with HR professionals who are actively hiring, mentoring, and supporting the next generation of the workforce.

- **Shared Speaking Opportunity** – 1–2 minutes to present your organization to a live GVFHRA audience
- **Personalized Networking Support** – Tailored introductions to GVFHRA members aligned with your program and student engagement goals
- **Interactive Sponsor Activity** – Engage attendees with a branded activity featuring a \$25 gift card prize
- **Premium Table Placement** – High-visibility exhibit table in a prime location for maximum engagement
- **Pre-Event Promotion** – Distribute handouts, promotional materials, or branded items before the session begins
- **Two Complimentary Event Tickets** – Admission for two representatives to attend the event
- **Access to Attendee List** – Receive the registration list to support outreach, partnership building, and student connection opportunities
- **Giveaway Opportunity** – Promote your program through a sponsored prize drawing or giveaway (optional)
- **Year-Long Website Recognition** – Prominent partner logo, summary, link, and contact information featured on the GVFHRA website for 12 months

# Virtual Partnership Bundle

\$899

Ongoing brand visibility sponsorship

For organizations looking to maintain consistent visibility with GVFHRA's HR community, the Virtual Partner opportunity provides ongoing exposure across multiple virtual programs throughout the year. This sponsorship is designed to keep your organization top of mind through repeated touchpoints, while aligning your brand with professional development and credit-eligible programming.

- **Dedicated Speaking Opportunity** – 1–2 minutes to present your organization during live GVFHRA virtual programming, with the exception of Sponsored Virtual Speaking events; includes participation in no fewer than five (5) virtual programs
- **Consistent Brand Visibility** – Ongoing presence across multiple virtual sessions, reinforcing recognition and familiarity with attendees
- **Pre-Event Promotion** – Opportunity to distribute handouts, promotional materials, or branded resources in advance of select sessions
- **Four Complimentary Event Tickets** – Admission to two (2) GVFHRA events; tickets may be used by sponsor representatives or guests
- **Access to Attendee List** – Receive the registration list to support your outreach and follow-up efforts
- **Giveaway Opportunity** – Promote your brand through a sponsored prize drawing or giveaway
- **Year-Long Website Recognition** – Prominent sponsor logo, summary, link, and contact information featured on the GVFHRA website for 12 months

# Inclusion Fund Spotlight

**\$250**

Limited Availability Add-On

Support our mission of creating a more inclusive HR community by becoming an Inclusion Fund Spotlight Sponsor at one of our upcoming events.

Your **\$250 contribution will go directly to the Joe Giamboi Inclusion Fund**, a philanthropic initiative that covers event attendance costs for HR professionals in transition. This fund helps remove financial barriers and ensures access to networking, continuing education, and professional development—especially for those maintaining their SHRM/HRCI certifications while navigating career transitions.

## **As a thank-you for your generosity, we will:**

- Feature your sponsorship in a social media post during or after the event, including a photo of your representative or team (optional)
- Recognize your support as part of our ongoing efforts to promote Diversity, Equity, Inclusion & Belonging (DEI&B)
- Celebrate your role in building a more inclusive and supportive HR community

**This is a meaningful way to align your brand with purpose while gaining visibility in front of a values-driven audience.** Limited availability per event. 100% of funds go directly to the Joe Giamboi Inclusion Fund.

## Email Blast

Limited Availability

**\$250**

**\$350 Bundle with social media post**

Promote your product, service, or event directly to our network of HR professionals through an exclusive sponsored email. This opportunity is only available to sponsors whose content aligns with the mission and values of GVFHRA.

To maintain the integrity of our communications and avoid overwhelming our members, we limit the number of email partnerships per month.

### **What's Included:**

- Dedicated email blast to our full mailing list 1800+
- Clickable advertisement (PNG or JPEG format) linking to your website or landing page
- Exclusive placement – only one sponsor per email send

### **Sponsor Requirements:**

- Submit a final, ready-to-send advertisement in PNG or JPEG format
- Include the desired clickable link
- All content must align with GVFHRA's mission and values
- A minimum of two weeks lead time is required if requesting a specific send date

### **GVFHRA Guidelines:**

- GVFHRA reserves the right to approve or reject advertisements
- GVFHRA limits the number of email sponsorships each month to preserve member experience
- GVFHRA is not responsible for designing or editing advertisements

# Social Media Post

**\$150**

Limited Availability

**\$350 Bundle with Email**

GVFHRA offers a limited number of sponsored social media posts for organizations looking to promote a product, service, or upcoming event to our network of nearly 2,500 HR professionals and business leaders who follow the GVFHRA LinkedIn page.

This opportunity provides direct visibility within our engaged HR community and is available to sponsors whose content aligns with the mission and values of GVFHRA.

## **What's included:**

- One sponsored post on the GVFHRA LinkedIn page
- Clickable image (PNG or JPEG) linking to your website, registration page, or landing page
- Ability to tag relevant organizations or individuals when applicable
- To maintain the integrity of our communications and avoid overwhelming our audience, we limit the number of sponsored posts each month.

## **Sponsor requirements:**

- Provide a final image in PNG or JPEG format
- Include the desired link and post copy
- Identify any organizations or individuals to tag (if applicable)
- Content must align with GVFHRA's mission and values
- Minimum of two weeks lead time if requesting a specific posting date

## **GVFHRA Guidelines:**

GVFHRA reserves the right to approve or decline sponsored content. GVFHRA does not design or edit sponsor materials.

If you are interested in reaching the GVFHRA community, we would be happy to share additional details.