

# 2025



T O G E T H E R T O W A R D S T O M O R R O W

## SPONSORSHIP OPPORTUNITIES

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### **2025 Granite State HR Conference**

April 1-3, 2025

North Conway Grand Hotel

North Conway, NH

## INTRODUCTION

The **newly redesigned** **GSHRC** provides a unique retreat-style experience for HR professionals to meet in a private setting to discuss the HR landscape, share best practices, engage in hands-on training with actionable takeaways, and forge new relationships with sponsors and fellow attendees for personal, professional and business growth.

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## MISSION

The mission of the Granite State Human Resources Conference is to bring Human Resource Professionals together from all types of companies and organizations, vendors, and educational experts to promote HR knowledge, networking, and the HR profession.



# OVERVIEW

## AUDIENCE

**The audience at the GSHRC are today and tomorrow's leaders.** Our goal is to bring together current and future decision makers from a broad selection of New Hampshire's HR community with sponsors interested in providing the best resources and most innovative solutions for the ever-changing and evolving HR landscape. Sponsors have a unique opportunity to promote their services and to meet directly with attendees.

## RETURN ON INVESTMENT

We have significant marketing power within the HR professional community and market. The GSHRC conducts numerous marketing pushes leading up to and following our events, such as frequent social media activity, newsletter, magazine, and email blasts. We continue to think of new ways to maximize your exposure and strengthen the opportunity for lead generation and return on investment from the moment you decide to sponsor, to post-conference follow up.

WE APPRECIATE YOUR  
CONSIDERATION IN  
SPONSORING THE 2025  
GRANITE STATE HUMAN  
RESOURCES CONFERENCE.

## OPPORTUNITIES

The new GSHRC offers limited sponsorship opportunities at varying levels to provide our sponsors with unique opportunities to stand out at the conference and share their specific service offerings. We're breaking away from the old Expo and 'Trick-or-Treat' model and creating space for you to have meaningful conversations.

## RELATIONSHIPS

The GSHRC team knows what it takes to make a great sponsorship opportunity for both the recipients of the funds and the sponsor. We are grateful to each sponsor for their commitment to our mission and know that the relationship is built on a mutual desire for a long-standing relationship between the GSHRC and our sponsors.

## EXCLUSIVITY

This year's GSHRC is **limited to 18 sponsors**. Sponsors will enjoy a new experience focused on forging meaningful connections, not manning a booth. This is an exclusive opportunity to meet your business goals in a relaxing, intimate and engaging way.

# SPONSORSHIP MENU

The following includes a selection of sponsorship opportunities. To reserve your sponsorship, please visit [GSHRCConference.com](https://GSHRCConference.com) or contact us at [info@greentreeevents.com](mailto:info@greentreeevents.com)

PLATINUM: Presenting Sponsor \$7,500 <i>Top billing on website, conference materials and signage, podium time during Welcome address</i>	SOLD
GOLD: Registration Sponsor \$4,500 <i>Company logo on registration site and confirmation emails</i>	1 available
GOLD: Wednesday Dinner & Entertainment Sponsor \$4,500 <i>Company logo on cocktail napkins, selection of specialty cocktail, intro entertainer</i>	SOLD
GOLD: Lanyard Sponsor \$4,500 <i>Company name and logo on lanyards</i>	SOLD
SILVER: Keynote Sponsor \$3,500 <i>Company logo on signage, intro keynote speaker</i>	1 available
SILVER: Legislative Update Sponsor \$3,500 <i>Company logo on signage, intro panel</i>	SOLD
SILVER: Ry Perry HR Hero Award Sponsor \$3,500 <i>Company logo on signage, intro HR Hero Award ceremony</i>	SOLD
SILVER: Morning Wellness Sponsor \$3,500 <i>Opportunity to select wellness activity(s) and instructors</i>	SOLD
SILVER: Charging Station Sponsor \$3,500 <i>Company logo and messaging on portable phone chargers used by attendees</i>	1 available
BRONZE: Attendee Gift Sponsor \$2,500 <i>Company logo on attendee gift bag</i>	SOLD
BRONZE: \$500 Giveaway Sponsor \$2,500 <i>Company intro and drawing of (5) \$100 winners throughout the conference</i>	SOLD
BRONZE: Golden Ticket Sponsor \$2,500 <i>Company logo and messaging on golden ticket flyers</i>	SOLD
BRONZE: Credit Certificate Sponsor \$2,500 <i>Company logo on credit certificates and email communications</i>	SOLD
BRONZE: Breakout Session Sponsor \$2,500 <i>Opportunity for seat drop and intro of session topic</i>	1 available

Please note: deliverables are subject to change based on venue and/or budget limitations. The GSHRC will do its best to offer a comparable deliverable in the case that we are not able to fulfill a deliverable as outlined above.

# SPONSORSHIP DELIVERABLES

Pre-event	Platinum	Gold	Silver	Bronze
Logo on placement on GSHRC website	1st	2nd	3rd	4th
Logo on placement on printed materials	1st	2nd	3rd	4th
Logo in pre-conference newsletters	1st	2nd	3rd	4th
Social media shout-out	4	3	2	1
Feature article in pre-conference newsletters	2	1	1	N
Pre-conference attendee list	Y	Y	N	N
<b>Onsite</b>				
Dedicated slide with logo	Y	Y	N	N
Display table (optional)	Y	Y	Y	N
Signage	Logo & Banner	Logo	Logo	Logo
Attendee gift bag insert (no paper inserts)	Y	Y	Y	Y
Included registrations	4	2	2	1
<b>Post-event</b>				
2024 rate hold	Y	N	N	N
2025 right-of-first-refusal	Y	Y	N	N
Logo on thank you-email	1st	2nd	3rd	4th
Post-conference attendee list	Y	Y	Y	Y





To reserve your sponsorship, please contact us at:

[www.gshrconference.org](http://www.gshrconference.org) · [info@greentreeevents.com](mailto:info@greentreeevents.com)