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SHRM Chapter #0467 • P.O. Box 8, Hot Springs, AR 71902-0008 • E-Mail: [wcashrm@wcashrm.org](mailto:wcashrm@wcashrm.org) • [www.wcashrm.org](http://www.wcashrm.org)

Dear Potential Sponsor:

The West Central Arkansas Society for Human Resource Management (WCASHRM) is a professional organization that encourages the exchange of ideas in human resource management and promotion of growth and development of sound human resource practices in business and community. WCASHRM has approximately 120 members who serve as local leaders from Hot Springs, Hot Springs Village, Malvern, Arkadelphia, and Benton areas working in various industries that include management, administration, human resources, and related areas who value the continued learning opportunities and networking that our meetings allow.

I would like to thank you for your previous support and sponsorship. I am reaching out to inquire about your interest in meeting sponsorship for 2025. Meeting sponsorship provides your organization an inexpensive but effective marketing opportunity that not only provides exposure for your organization, but also helps WCASHRM in providing funding for chapter programming and professional development opportunities. WCASHRM meetings are held the last Tuesday of each month. Our hybrid meeting model provides us with the benefit of securing a larger dynamic of speakers/topics. We offer virtual meetings throughout the year with in-person meetings held in the last month of each quarter (March, June, September). Our in-person meetings are held at The Hot Springs Chamber of Commerce at 659 Ouachita Ave in Hot Springs. The virtual meeting options have also allowed us to reach beyond our local chapter and invite members from all 7 chapters of ARSHRM, creating a fantastic opportunity to get your brand in front of dozens of HR folks!

As a meeting sponsor, your organization will receive:

- Advertisement on the WCASHRM website ([www.wcashrm.org](http://www.wcashrm.org)) for one month with a link to your website.
- Quarter page ad in the WCASHRM monthly newsletter and meeting reminders.
- Recognition on the WCASHRM Facebook page.
- Sponsorship announced in member email blast (reaching approx. 90 individuals).
- Recognition by the Chapter President at the meeting.
- Five-minute presentation to the attending members at the beginning of the monthly meeting.
- For in-person meetings, you also receive.
  - Vendor table to display your promotional products at the meeting.
  - Lunch for two (2) of your organization's representatives.

Meeting sponsorship costs \$75 for members and \$125 for non-members. If you or your organization are interested in sponsoring a meeting, please email me at [jvaughn@asutr.edu](mailto:jvaughn@asutr.edu) for meeting availability and to secure your sponsorship. Sponsorship fees will be invoiced to you, and may be paid by check or online with a debit or credit card.

Once you have your sponsored meeting secured, I will request the following items for promotion of the sponsored meeting:

- Company logo & Bio (for newsletter and our website)
- Company website address

I hope your upcoming holidays are restful and filled with lots of love and laughter. We look forward to seeing you in 2025! If you have any questions or need additional information, please feel free to email me at [jvaughn@asutr.edu](mailto:jvaughn@asutr.edu)

Sincerely,  
Jennifer Vaughn  
WCASHRM President-Elect