



SIMON FRASER UNIVERSITY
HUMAN RESOURCES
STUDENTS' ASSOCIATION

SPONSORSHIP PACKAGE
2015/2016



The Human Resources Students' Association (HRSA) is a student-run organization at Simon Fraser University's Beedie School of Business that provides students with opportunities and resources to learn about Human Resource Management. HRSA is regarded as a successful and accomplished student club, as it has been recognized as one of the top business clubs at SFU in recent years.

We are a central forum for students, from all academic concentrations and years of study, to increase their awareness and knowledge regarding the importance of Human Resource Management, while broadening their skills and building meaningful relationships for their future success. HRSA's initiatives facilitate communication with Human Resources professionals and students from different post-secondary institutions across the Lower Mainland. Through our networking events and informative workshops that consist of industry professionals and keynote speakers, SFU alumni, SFU faculty members, as well as the volunteer opportunities we have to offer, students can grow in both a professional and personal manner.

Human Resource Management is an important business topic that is growing and attracting many students and business professionals in our society. Therefore, our team of executives integrate our passion and commitment for Human Resource Management to ensure opportunities are academically and professionally beneficial to both students and external stakeholders.



HR NOW - November 14



HR NOW is a half day conference hosted by SFU HRSA in the Fall for students to discover the latest industry trends from a variety of Human Resource Management professionals with multiple backgrounds. Through a series of panels, workshops, and a keynote, students will come leave HR NOW with a better understanding of the different paths they can take with a Human Resource Management concentration. Moreover, attendees at this event will get a chance to hear from some of the top minds in HR and meet like-minded peers that share a passion for human resource management.

SPRING SOIRÉE - March 16



As HRSA's annual stand-up professional networking night, Spring Soirée takes place during the month of March. The event sees students from Simon Fraser University and other post-secondary institutions come together and interact with business professionals from the Human Resources industry. This event features two guest speakers and concludes with a silent auction, with all proceeds going toward a local non-profit organization. Through providing students of all academic concentrations the opportunity to meet and network with industry professionals, HRSA hopes to see an invaluable relationship being built between the two parties.

HR IN A NUTSHELL - October 7

SFU HRSA's first event of the year will have students learn from alumni and professionals as they discuss the many realms of Human Resource Management as a career. This workshop will bring in a panel of speakers to help students discover different paths they can take after graduation and hear speakers' journeys regarding their role associated with Human Resource Management. This is a great opportunity for students who are interested in or wish to pursue a career in Human Resource Management in the future.

NEGOTIATION CLOSEUP - January 27

Negotiation skills are not only used for salary management, but also involve many other aspects of the Human Resource field. From conflict management to talent acquisition, negotiation plays an essential role in gaining optimal solutions. This workshop will include an interactive process from gaining an industry professional's insight on how negotiation is crucial for a Human Resource position and using those insights in practice through mock negotiation situations.

HRMA/CHRP INFORMATION SESSION - February 17

HRSA invites the Human Resources Management Association (HRMA) representatives to speak on the values and benefits of the Certified Human Resource Professional (CHRP) designation, as well as involvement opportunities in the Human Resources community. This workshop is essential to learn about progressing in the Human Resources field.

COMPANY TOUR - March 2

After gaining a semester full of information and workshops, HRSA would like to invite our members to an opportunity of a company tour. The company tour will allow students to overlook a company's overall daily operations and interact with key employees specifically within the Human Resource Management department.

APPRECIATION NIGHT - April 27

As a thank-you to all of our members, professionals, and sponsors for their support throughout the year, HRSA invites you to attend an evening filled with celebration of our joint achievements. This event features a networking session and several presentations on how HRSA has developed throughout the year. At the end of the night, we will introduce the new HRSA Executive Team for the 2016/2017 year.

WIDESPREAD BRAND EXPOSURE

As a monetary or in-kind sponsor of HRSA, our student association endorses your organization and organization's products/services through social media platforms and printed promotional material. HRSA's marketing exposes your organization's brand image to our targeted audience of over 35,000 students in the SFU community across all three campuses located in Burnaby, Surrey, and Downtown Vancouver, as well as to the industry professionals across Metro Vancouver. This enables your organization to increase awareness of your brand, organizational values, and operations.

STUDENT ENGAGEMENT & RECRUITMENT

Our signature events and workshops, hosted on campus and in the core of Vancouver, allow your company representatives to interact with motivated, bright-minded students through integrated networking sessions. Through this form of engagement, your organization has opportunities to leverage these events as an avenue for your potential recruitment, and offers you exclusive access to share more about your organization, the services you perform, and the products you sell.

CORPORATE SOCIAL RESPONSIBILITY

With a shared value in community development, your organization and HRSA can join together to educate our society and build the leaders of tomorrow in an interactive and effective manner. Contributing to HRSA offers your organization the opportunity to demonstrate both your corporate social responsibility and your dedication to investing in the future. Overall, this showcases your organization's community involvement, and how it will positively strengthen the quality of HRSA's events and HRSA for the better.



SPONSOR LEVEL Contribution	PLATINUM \$750	GOLD \$500	SILVER \$300	BRONZE \$150
Organization Logo and link on HRSA website	✓	✓	✓	✓
Organization recognition on all HRSA social media platforms	✓	✓	✓	✓
Verbal recognition at the event (e.g. Welcome & closing remarks)	✓	✓	✓	✓
Gifting opportunity for the sponsor in HRSA's membership bag	✓	✓	✓	✓
Job/volunteer postings on HRSA website and monthly newsletters	✓	✓	✓	✓
Sponsor acknowledgement via email (e.g. newsletters)	✓	✓	✓	
Brand exposure on all event promotional materials (i.e posters, flyers, event day programs; est. distribution: 300-400)	✓	✓	✓	
Organization sponsor listing and profile in event programs	Full Page	Half Page	Half Page	
Organization logo on PowerPoint slide during networking session	Large	Medium		
Opportunity for a company tour exposing students to sponsor's work setting	✓	✓		
Workshop naming rights for a workshop of sponsor's choice	✓	✓		
Company Recognition (Choice of Banner location at venue)	1st Priority	2nd Priority		
Speaking opportunity at event	✓			
Organization logo on event attendee name tags	✓			
Event naming rights for the signature events (e.g. "HR NOW, powered by [Organization Name]")	✓			
Admissions to the event	6	4	2	1

Thank you for taking the time to review HRSA's objectives and events, as well as the opportunities we have offered within our sponsorship package for 2015/2016. Your contribution is integral to our annual operations, as it strengthens the quality and content of our signature events and workshops that facilitate the continual education of students interested in the field of Human Resource Management. We look forward to working with you to continue to offer exceptional opportunities in the future. If you have any questions or you are interested in partnering up with HRSA, please contact us:



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