



2025 CyHRMA Annual Conference

Sponsorship Opportunities

About CyHRMA and the Annual Conference

Established in 1991, the Cyprus Human Resource Management Association (CyHRMA) is the leading professional association for HR professionals in Cyprus, with over 650 members from HR management, industrial relations, and training and development sectors. Our mission is to enhance the professional growth of our members and raise awareness about the critical role of human capital in organizational success.

The **2025 CyHRMA Annual Conference**, the premier HR event in Cyprus, will bring together distinguished speakers from Cyprus and abroad. Attendees will gain access to specialized knowledge, innovative ideas, and practical solutions that can be applied in their daily work.

This event is ideal for:

- HR and Industrial Relations Managers
- Line Managers with People Management responsibilities
- HR Service Providers, Management Consultants, and Professional Trainers
- Professionals from Public, Semi-Government, and Private Sectors



Why Sponsor the 2025 CyHRMA Annual Conference?

By sponsoring this prestigious event, your company will benefit from:

- **Exclusive Exposure:** Reach over 200+ HR professionals, executives, and decision-makers.
- **Brand Visibility:** Feature your company across all event marketing channels, including publications, the official website, and social media.
- **Networking Opportunities:** Connect with potential clients and explore new business prospects.
- **Industry Recognition:** Position your brand as a leader in innovative HR practices.

How to become a Sponsor

To support the 2025 CyHRMA Annual Conference and promote your organization's services, please contact us at info@cyhrma.org. Customized sponsorship packages can also be tailored to meet your specific needs.

Sponsorship Packages

Level of support	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Value/ Benefits	€ 9.000	€ 3.000	€ 850
Exclusivity	1 Gold Sponsor	unlimited	unlimited
Speaker	1 for 15 mins	-	-
Media Exposure (alphabetical order) Corporate logo on all Marketing, Advertisements and Posters	Priority logo on all media, advertisements, and posters	Second-priority logo on media	Third-priority logo on media
Company Description in Program	√	√	√
Company Description on Website	√	√	√
Exhibition Area	Booth	Booth	-
Free Delegates	up to 6	up to 3	1
Signage	Largest logo on printed conference materials	Medium-sized logo	Smaller logo
Handout sponsor marketing material*	√	√	√ (1 promotional item per delegate)
Free advertisement in "People & Work"	Full-page in 2 issues	Standard page in 1 issue	Half-page in 1 issue
"People & Work" article	Featured interview in 1 issue	-	-
Website Banner	2 banners on homepage (2 weeks)	2 banners for 1 week	1 banner for 1 week
Free Email Distribution	3 emails - within a year	2 emails - within a year	1 email – within a year
Events	Free participation for 2 people in 2 future CyHRMA Events	Free participation for 1 people in 1 future CyHRMA Event	
Recognition in post-event thank- you messages to all attendees	√	√	√
Social Media Coverage	Live mentions and tags during the event	Live mentions and tags during the event	Live mentions and tags during the event
Interview	1 minute video interview with a company representative on the day of the conference shared on social media channels	1 minute video interview with a company representative on the day of the conference shared on social media channels	1 minute video interview with a company representative on the day of the conference shared on social media channels

Terms & Conditions

1. *All above benefits will be pre-agreed with the Association.*
2. *Formally invited guests of the Association and guests/members that are participating as speakers to the conference will not be counted as part of the free delegates quota entitled by each sponsor.*
3. *The payment of the sponsorship fee will have to be made on signing of the sponsorship agreement.*

**All material must be pre-approved by the Association and must be placed by the Sponsors' delegates at the participants' table seat the evening before the Conference takes place.*