

CyHRMA Cooperation Policies

8.5

Sponsorship Package Policy at Association events from other Organizations

In the event that Corporate members or non-members of the Association wish to support the events organized by the CyHRMA, the following shall apply:

1A. With physical presence:

1 a.a. Sponsorship of the entire event

The sponsorship will cover the **full cost of the event**, including venue cost, food/coffee, additional equipment or materials and presenter/trainer costs where applicable. In such a case the organization will receive the following benefits:

- 5' presentation of the Organisation (e.g. Spot/video)
- Any promotional material
- Inclusion of the organization's logo in the communication
- In cases of sponsorship over €500: an advertisement for free (choose between magazine ad, website banner or email distribution).

1 a.b. Partial Sponsorship

The sponsorship will cover part of the cost of the event (e.g. coffee, lunch, gift) as agreed with the organization. In such a case the organization will receive the following benefits:

- Promotional material
- Inclusion of the organization's logo in the communication

At the physical presence events priority is given to the Members of the CyHRMA also based on First Come First Served.

1B: Online events:

In case of online events, the following applies:

- Free online event for Members: No sponsorship package policy will apply
- Online event for Members with participation fee: Covered by the Endorsement policy (8.6)

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	<i>Note: This policy does not apply to the Conference of the Association for which different sponsorship policies apply. Also excluded from the events are the Annual Party and the Annual General Meeting of the Association.</i>
8.6	Policy of Seminars/Events to Promote Services of CyHRMA Members or Non-Members (endorsement) If organizations that are members or non-members of the Association request the support of the Association in events they organize, the following shall apply: • The topic should be related to the field of the Human Resources • The conduct and organization of the event is solely the responsibility of the company/organization that will organize it • To comply with the personal data protection regulations (GDPR), a Confidentiality Agreement is signed by the Organization and the consent of the participants is requested in case of submission of personal contact information • This policy applies to Members and Non-Members of the Association • The participation fee for members will be free • It is expected that the duration of these events will not exceed 1 hour • Cost for endorsement: €250 for corporate members / €500 for non-corporate members • Benefits to the organization in relation to the event include: a. 1 free email distribution and 1 reminder b. 1 free banner on the website of the Association for 2 weeks c. logo integration in communication and promotional material d. Social Media (2 posts) Each proposal is evaluated by the Board after providing the following information: a. Topic (title and short description) b. Venue c. Event time and duration d. Speaker (name, bio, photo) e. Promotional material f. Benefits for the Members of the Association

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8.7

SUPPORT / SPONSORSHIP / COORGANISATION OF EVENTS

- The Association is a co-organizer in cases where it itself organizes an event in collaboration with an Organization and there is involvement in the organization procedures.

Note: In cases where an Organization requests to co-organize an event with the Association, then the Board examines each case ad-hoc

- The Association **supports or places under its auspice's** events organized by other Organizations, after considering the following:

A. Purpose of the event

B. To whom it is addressed

C. What is expected from the Association and what does the Sponsorship (or support) include

D. What other organizations/bodies are supporting the event

Note 1: The above applies in cases where the events are organized by Universities, Non-Profit Organizations, Public Bodies. In other cases, each case is considered ad-hoc by the Board of Directors

Note 2: The matter must be related to the Human Resources Sector

Support may include:

1. Sending a free email distribution to Association Members (+ 1 reminder)
2. Greeting from a Board Member on the day of the event
3. Inclusion of the Association's logo in the promotional material of the event
4. Participation in panels where applicable or requested – which in some cases may be independent of the decision to support the event or not