



2024 Sponsorship Prospectus

About SHRM NorCal

SHRM Members in the greater San Francisco Bay Area are automatically part of SHRM Northern California. We're a unique, chapter-like community of more than 8,000 local professionals who get enhanced local member benefits at no additional cost.

We are pleased to provide SHRM members in the San Francisco Bay Area with California-specific information and resources, access to California HR experts in SHRM's Knowledge Center, and local networking events, including monthly workshops, meet-ups, seminars and conferences.

This is an enhanced member benefit for SHRM members in the Bay Area. California has 16 SHRM chapters, but the Northern California group is a "community" that is part of SHRM. All SHRM members in Northern California are automatically part of this group and don't pay any membership fees. Programs are open to all Northern California HR professionals, regardless of SHRM affiliation.

Why partner with us?

SHRM Northern California provides monthly programming that includes professional development opportunities, as well as social and networking events. We are looking for partners to help us enrich our Northern California members.

Sample sponsorship benefits include but are not limited to:

- Company logo and link on the SHRM NorCal website for that event
- Three to five minutes of podium time to introduce your company to all attendees and introduce the speaker
- SHRM-NorCal provided signage recognition at the event
- Recognition in PowerPoint Slides
- Opportunity to distribute literature or logo item to event attendees
- Exhibitor table to distribute company literature
- Two (2) complimentary registrations
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)

Contact Us:

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San Mateo, CA 94404
650.609.2379 / 650.609.2389
norcal@shrm.org



2024 Sponsorship Packages and Options

SHRM NorCal has several levels of discounted sponsorship packages designed to promote your company and its products and/or services to our Bay Area members in 2024.

		DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
		All Inclusive!	Presenting Education Event	All Contributing	Conference + Education Event	Conference + Meet and Mingle
	Number Available	1	1	6	2	4
10% Discount on all packages	2024 Package Price	\$12,060	\$9,135	\$6,075	\$3,780	\$2,790

	Ala Carte Price	\$13,400	\$10,150	\$6,750	\$4,200	\$3,100
	Price	Quantity	Quantity	Quantity	Quantity	Quantity
Premium Conference Exhibitor Package	\$3,200	1	1			
Basic Conference Exhibitor Package	\$2,500			1	1	1
Presenting Education Sponsor	\$1,000	1	1		1	
Contributing Education Sponsor	\$650			1		
Presenting Summer Special MM Sponsor	\$1,500	1				
Contributing Summer Special MM Sponsor	\$750		1	1		
Presenting MM Sponsor	\$1,000	1	1			
Contributing MM Sponsor	\$650			1		1
Legal Event Presenting Sponsor	\$2,000	1				
Legal Event Host Sponsor	\$1,500		1			
Roundtable Sponsor (Offered Quarterly)	\$1,000	1				
Sponsored Webcast	\$1,500	1	1	1		
Mentorship Program	\$1,000	1				
2 Eblast (banner ads)	\$1,200	1	1			
1 Eblast (banner ads)	\$700			1	1	
Sponsor logo on NorCal Webpage	Included	Included	Included	Included		

Not Seeing The Perfect Package?

Contact norcal@shrm.org to speak to a representative to create a personalized package.



EDUCATION EVENTS

Our Education Events are meetings with dedicated time for networking and may include breakfast, lunch, or a happy hour (depending on the duration of the event), and educational content including keynote speakers, panel and roundtable discussions. The events will be two to four hours in length allowing our sponsors more time with attendees. Average attendance ranges from 40-60.

PRESENTING SPONSOR: \$1,000 (Limited to one per event)

- One sponsored email blast (\$750 value to be used within the 12-month period following the signed agreement).
- Company representatives receive five minutes of podium time to promote business and services.
- Two (2) complimentary registrations to invite clients.
- Brand recognition on website, registration page, and all marketing for the program.
- SHRM NorCal sends a weekly email to 8,000+ recipients who will see your logo and sponsorship of this event.
- Skirted table in the foyer to distribute company literature, plus an opportunity to distribute literature at each place setting during Main Stage General Session(s).
- Opportunity to distribute literature at each seat.
- Opportunity to offer a door prize.

CONTRIBUTING SPONSOR: \$650

- Two (2) complimentary registrations to invite clients.
- Brand recognition on website, registration page, and all marketing for the program. SHRM NorCal sends an e-newsletter to 8,000+ recipients who will see your logo and sponsorship of this event.
- Skirted table in the foyer to distribute company literature.
- Opportunity to distribute literature at each seat.
- Opportunity to offer a door prize.



SPONSORED WEBCASTS

These are one-hour presentations using the virtual platform Zoom, On24, or another similar platform. Attendees can submit questions to the speaker online. Webcasts are FREE to SHRM members and non-members are charged a nominal fee. Average rate of attendance: 50 participants (depending on topic.)

WEBCAST: \$1,500

- Host provides speaker and content (subject to approval by review team).
- Host and NorCal staff will coordinate one rehearsal prior to Webinar.
- SHRM NorCal provides promotion, registration, and coordination of the event.
- Brand recognition on website, registration page, and all marketing for the program. SHRM NorCal sends a weekly newsletter to 8,000+ recipients who will see your logo and sponsorship of this event.
- Social media promotion a minimum of three weeks prior to the event.
- Webcast host sponsor will be recognized in the post-event email thanking participants, providing contact information, and including presenter slides. Email may not be used for future solicitation.
- SHRM NorCal will submit for SHRM recertification credits.
- Option to offer a special drawing to access the attendee emails of registrants.



FULL-DAY LEGAL EVENTS

SHRM NorCal hosts a Legal Event in December and January for members to stay compliant on regulatory changes happening within the state. Average attendance is between 50-100 participants.

PRESENTING SPONSOR: \$2,000 (Limited to one per event)

- One sponsored email banner (\$700 value to be used within the 12-month period following the signed agreement).
- Company representatives receive three to five minutes of podium time to promote business and services.
- Two (2) complimentary registrations to invite clients.
- Brand recognition on website, registration page, and all marketing for the program. SHRM NorCal sends a weekly email to 8,000+ recipients who will see your logo and sponsorship of this event.
- Skirted table in the foyer to distribute company literature, plus an opportunity to distribute literature at each place setting during Main Stage General Session(s).

HOST SPONSOR: \$1,500

- Host and SHRM Staff will coordinate one rehearsal prior to the event.
- Host provides speaker and content (subject to review by SHRM Staff).
- SHRM Staff provides promotion, registration and coordination of the event.
- Brand recognition on website, registration page, and all marketing for the program. SHRM NorCal sends a weekly email to 8,000+ recipients who will see your logo and sponsorship of this event.
- Skirted table in the foyer to distribute company literature, plus an opportunity to distribute literature at each place setting during Main Stage General Session(s).
- Host sponsor will be recognized in the post-event email thanking participants, providing contact information and including presentation slides. Email may not be used for future solicitation.
- SHRM NorCal will submit for SHRM recertification credits.



HR ROUNDTABLES

SHRM NorCal hosts a quarterly in-person or virtual roundtable for HR professionals to connect and talk about relevant topics or questions they are seeking peer to peer support on. These discussions are ad hoc with talking points being created based on the attendee's needs. Virtual events are hosted on Zoom and they are offered at a nominal fee to SHRM members and non-members.

IN-PERSON OR VIRTUAL: \$1,000

- Host may provide company representative to moderate the roundtable.
- Company representatives receive three minutes in virtual platform prior to start of the event to promote business.
- NorCal provides promotion, registration and coordination of the event.
- Brand recognition on website and all marketing for the program.
- SHRM NorCal will submit for SHRM recertification credits.

MENTORSHIP AND CAREER NETWORKING PANELS

SHRM NorCal will host two Mentor Panels (Spring and Fall) for networking and to discuss career goals in HR, the value of getting certified, and other tips and tricks from fellow HR professionals. These discussions consist of 3-4 HR professionals answering questions from the moderator in a panel interview format. These are hosted on Zoom, average registration is 30-45 participants, and they are FREE to members and non-members.

VIRTUAL EVENT: \$1,000

- Host is able to provide company representative to moderate or be a panelist.
- Company representative receives three minutes in virtual platform prior to start of the event to promote business.
- Host and SHRM NorCal Staff will coordinate one rehearsal prior to webinar
- NorCal provides promotion, registration and coordination of the event
- Brand recognition on website and all marketing for the program.
- SHRM NorCal will submit for SHRM Recertification Credits



MEET AND MINGLES

These are quarterly events that provide an opportunity for members to network with peers and get connected in a relaxed social setting. Average attendance is usually 30-60 people depending on time of year, program and location.

PRESENTING SPONSOR: \$1,000

- Three registrations to be used at your discretion for clients or representatives
- Logo on attendee badges
- Table to distribute company literature
- Brand recognition on website, registration page, and all marketing for the program.
- One sponsored eblast (\$750 value to be used within 12 month period following the signed agreement)
- Opportunity to offer a door prize

CONTRIBUTING SPONSOR: \$650

- Two registrations to be used at your discretion for clients or representatives
- Table to distribute literature
- Brand recognition on website, registration page, and all marketing for the program.
- Opportunity to offer a door prize

Would you like to host a Meet and Mingle at your office or venue of choice? In lieu of sponsorship funds, you can plan the Meet and Mingle as you like it. SHRM NorCal will market the event, handle all registrations, and will include your logo in the event marketing and communications.



SUMMER MEET AND MINGLE

The summer meet and mingle is a fun and engaging way to interact with SHRM NorCal members. This event gets great visibility in our marketing and is highly anticipated by many members.

PRESENTING SPONSOR: \$1,500 (limited to one per event)

- Event registrations for two company representatives and five guests.
- Two minutes to promote business during the announcement and prize drawing portion of the programming.
- One sponsored email blast (\$750 value to be used within the 12-month period following the signed agreement)
- Company logo on all event nametags.
- Brand recognition on website, registration page, and all marketing for the program.
- SHRM NorCal sends a weekly e-newsletter to 8,000+ recipients who will see your logo and sponsorship of this event.

CONTRIBUTING SPONSOR: \$650

- Two event registrations to be used at your discretion for clients or representatives.
- Skirted table to distribute company literature.
- Brand recognition on website, registration page, and all marketing for the program.
- SHRM NorCal sends a weekly e-newsletter to 8,000+ recipients who will see your logo and sponsorship of this event.

ADVERTISING/BROADCAST EMAIL SPONSOR

EMAIL BANNER ON NORCAL NEWSLETTER SPONSOR:

\$1,200 for two email banners / \$700 for one email banner

- SHRM NorCal will include your company's event information to our members with your message. SHRM limits the number of NorCal emails sent to a maximum of one per week.
- Distribution list is approximately 8,000, with an open rate of 20%
- The company would need to provide dates and email copy and images (banners sized to 1200x600) and URL link for additional information to share.



NorCal24 Conference Exhibitor Options

EXHIBITOR PRICING

2024 PACKAGES	PREMIUM	BASIC
Standard Registration (January 1 – July 30, 2024)	\$3,200	\$2,500
Late Registration (August 1 – September 30, 2024)	\$4,000	\$3,300

PREMIUM CONFERENCE EXHIBITOR	BASIC CONFERENCE EXHIBITOR
<ul style="list-style-type: none"> Select your booth location Provide conference bag insert <ul style="list-style-type: none"> Included in Conference Exhibitor Passport to Prizes Game 6' draped table and chairs 4 Exhibitor Conference Registrations 	<ul style="list-style-type: none"> SHRM NorCal selects your booth location Included in Conference Exhibitor Passport to Prizes Game <ul style="list-style-type: none"> 6' draped table and chairs 2 Exhibitor Conference Registrations

ALL EXHIBITOR PACKAGES INCLUDE:

- Listing on the SHRM NorCal website for one year
- Additional registrations for company representatives may be purchased at a discounted rate of \$250 per person.
- Exhibitors wishing to provide registrations for clients may purchase an individual registration.
- Enter a prize to be showcased and won in a prize drawing at the end of the conference.

PRESENTING MAIN STAGE SPONSOR:

\$6,000 EXCLUSIVE SPONSOR

Achieve the ultimate level of visibility. Your company name is attached to the entire event as presenter: "SHRM Northern California Annual HR Conference, presented by YOUR COMPANY NAME." It's a great way to promote your brand and reward your most valuable clients.

- Includes Premium Exhibitor package and benefits as described in Exhibitor Opportunities Section
- Company Name/Logo appears within all appropriate marketing materials
- Recognition (by keynote Emcee) during keynote session
- Company representative receives three minutes of podium time to promote business
- Opportunity to display your signage in the keynote and exhibit hall
- Additional table (for literature) in keynote area 30 minutes prior to keynote session
- 10 conference registrations

SPONSORED CONCURRENT SPONSOR

\$2,500 with booth

Four available

- Company's approved collateral on the chairs in rooms for your breakout session
- Company logo on room sign
- One minute to speak at the start of session.

CONFERENCE APP SPONSOR

\$3,000 with booth

One available

- Company's name and logo prominently feature on the conference attendee communication.
- Company's logo prominently displayed on the conference app

CONFERENCE BADGES AND LANYARDS SPONSOR

\$3,000 w/ booth

One available

- Company logo prominently displayed on the conference lanyards
- SHRM NorCal will recognize your company during opening announcements
- Opportunity to place your branded items on tables

GRAND PRIZE DRAWING SPONSOR

\$5,000 with booth

One available

- Company's name and logo prominently feature on the conference attendee communication.
- Company's logo prominently displayed on the conference app and on the Passport to Prizes game.
- SHRM NorCal will recognize your company during main stage announcements.

CONFERENCE RECEPTION SPONSOR

\$5,000 with booth

Two available

- Exclusive time with attendees evening before conference.
- Branding included on all signage and promotion of Reception.
- SHRM NorCal will recognize your company during opening announcements.

CONFERENCE MEAL SPONSOR

\$5,000 w/ booth

Three available

- Branding included on all signage for breakfast or lunch service at the conference.
- SHRM NorCal will recognize your company during opening announcements.
- Opportunity to place your branded items on tables.

HR SOLUTIONS STAGE (ADD-ON)

\$1,500 w/ booth

Five available

- Company's approved collateral on the chairs in rooms for each breakout session
- Company logo on room sign
- This is an opportunity to share information about your product/service or solution to our attendees.
- Company's representative will speak on stage for approximately 20 minutes.

STUDENT SCHOLARSHIP SPONSOR

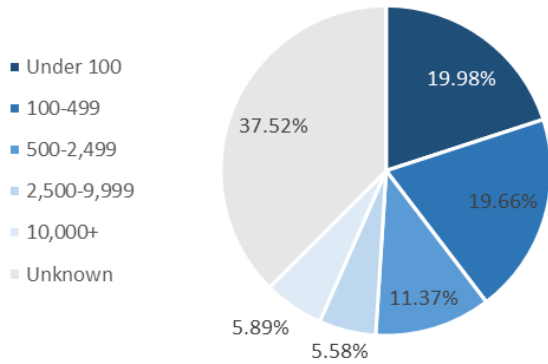
\$500 with booth

Ten available

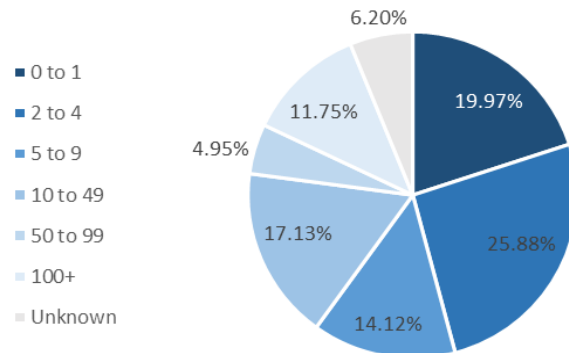
- Provide opportunity for one HR student to attend conference.
- Recognized on stage during closing general session.
- Inclusion in pre-and post-conference promotional emails.
- Be a part of the selection committee for the scholarship.
- Interact with the students throughout the conference.

SHRM Northern California Community Demographics

Organization Size

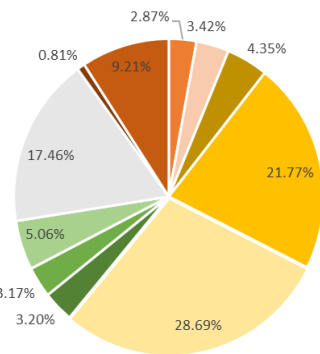


HR Department Size



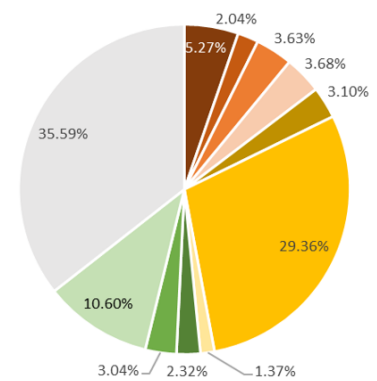
Job Title

- Business Partner/HRBP
- CHRO/CHCO
- Consultant
- Director or Asst/Assoc Director
- Manager, Generalist or Supervisor
- Partner/Principal
- President, CEO, Chairman
- Specialist
- Other
- Other C-Suite Executive
- VP or Asst/Assoc VP, EVP or SVP

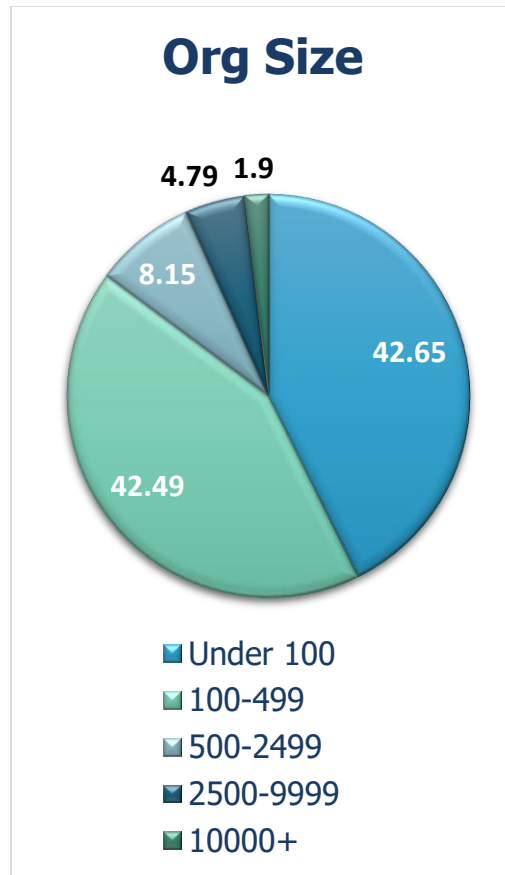
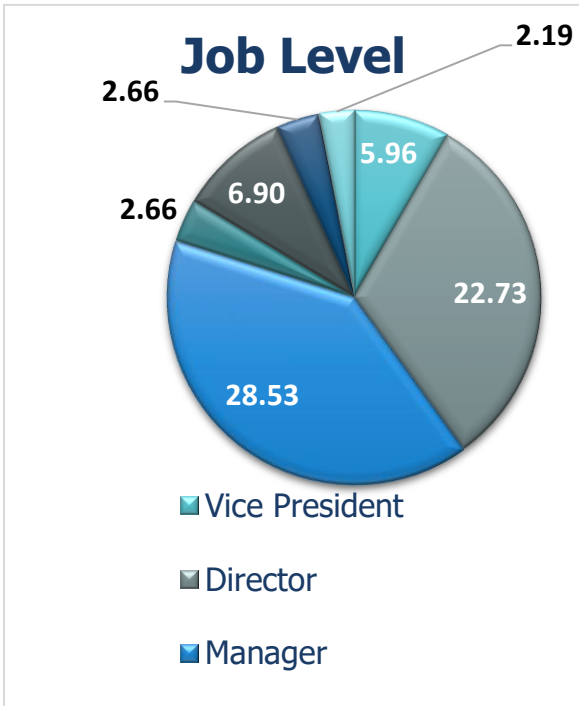


Job Function

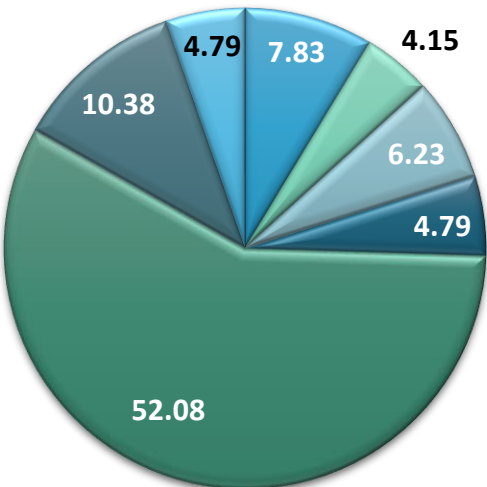
- Administrator
- Benefits
- Consultant
- Employee Relations
- Employment/Recruitment
- HR General
- Legal
- Organizational Development
- Strategic Planning
- Other
- Unknown



Who attends our events?



Job Function



- Administrative
- Comp/Benefits
- Consultant
- Employee Relations
- HR Generalist
- Other
- Strategic Planning