

# Emerging Professionals Summit

*Dive into your HR Career*

|                |                                  |
|----------------|----------------------------------|
| Location       | Marina Village Conference Center |
| Dates and Time | May 2, 2025 from 9am to 2pm      |

The Emerging Professionals Event is a free event designed to empower students and early-career HR professionals (1–5 years into their career) with the knowledge, skills, and connections to succeed in the ever-evolving world of human resources. Through panels, workshops, and networking, this summit bridges the gap between academic learning and real-world expectations while highlighting the expansive career opportunities within HR.

By sponsoring this event, your organization will gain exclusive visibility to future leaders in HR and showcase your dedication to professional development, community engagement, and mentorship.

## Event Goals

- **Broadening Horizons:** Educating attendees on the diverse opportunities within HR, from compliance to talent acquisition.
- **Nurturing Networking:** Fostering relationships between emerging professionals and experienced HR leaders.
- **Practical Preparedness:** Equipping attendees with tools for corporate etiquette, career development, and professional growth.
- **Promoting Stewardship:** Highlighting HR's impact on organizations and communities through empathy and leadership.
- **Community Engagement:** Building a unified platform for students, HR professionals, and local organizations to collaborate and grow.

## Event Highlights

- **Networking Opportunities:** Breakfast, lunch, and speed mentoring sessions.
- **Interactive Learning:** Panel and keynote speakers
- **Resources for Attendees:** Resume review, professional headshot station, and sponsor exhibits.

## Why Sponsor



- **Amplify Your Brand:** Gain exposure to students and early-career HR professionals, a dynamic and growing audience.
- **Support the Future:** Your sponsorship helps make this free professional development opportunity accessible to attendees.
- **Demonstrate Corporate Responsibility:** Align your brand with community-focused initiatives and mentorship.

San Diego SHRM's social media following (2,163 LinkedIn followers) and email list (3,000 subscribers) provide your brand with unique visibility among HR professionals and organizations.

## Sponsor Levels

|                | Attendees | Logo in Program | Mention in Introduction During Event | Table Top | Social Media                                          | Registration List | 2 Minutes at the Podium | Email Blast                                         |
|----------------|-----------|-----------------|--------------------------------------|-----------|-------------------------------------------------------|-------------------|-------------------------|-----------------------------------------------------|
| <b>Diamond</b> | 4         | Yes             | Yes                                  | Yes       | Dedicated post with 2 paragraphs + Attendee Shoutouts | Yes               | Yes                     | Special Shoutout with Event Promotion - 1 paragraph |
| <b>Gold</b>    | 4         | Yes             | Yes                                  | Yes       | Dedicated post with 1 sentence                        | Yes               | No                      | Logo                                                |
| <b>Silver</b>  | 2         | Yes             | Yes                                  | Yes       | Mention with list of all Silver Sponsors              | No                | No                      | Logo                                                |
| <b>Bronze</b>  | 1         | Yes             | Yes                                  | No        | Mention with list of all Bronze Sponsors              | No                | No                      | Logo                                                |

## Diamond

\$1500

- **Be the cornerstone of this event and enjoy unparalleled visibility.**
- **Event Participation:** Admission for 4 attendees.
- **Recognition:**
  - Logo prominently displayed in the event program.
  - Verbal mention during the event introduction.
- **Marketing Opportunities:**
  - Table-top display to showcase your brand, products, or services.
  - Dedicated social media post on San Diego SHRM's LinkedIn (2,163 followers) with a two-paragraph feature about your organization.
  - Special email shoutout along with Event Promotion to our 3,000-member list, including a one-paragraph highlight about your brand and your support for the summit.
- **Lead Generation:** Access to the event registration list.
- **Spotlight Opportunity:** Two minutes at the podium to address attendees.
- **Attendee Shoutouts:** Attendees will be entered into an opportunity drawing for posting on LinkedIn after the event with a shoutout to the Diamond Sponsors

## Gold

\$1000

- **Position your brand as a leader in professional development.**
- **Event Participation:** Admission for 4 attendees.
- **Exclusive Recognition:**
  - Logo featured in the event program.
  - Verbal mention during the event introduction.
- **Marketing Opportunities:**
  - Table-top display to engage with attendees.
  - Dedicated social media post on San Diego SHRM's LinkedIn with a one-sentence spotlight of your organization.
  - Logo included in email promotions to our 3,000-member list.
- **Lead Generation:** Access to the event registration list.

## Silver

\$500

- **Support the HR community while gaining valuable visibility.**
- **Event Participation:** Admission for 2 attendees.
- **Exclusive Recognition:**
  - Logo displayed in the event program.
  - Verbal mention during the event introduction.
- **Marketing Opportunities:**
  - Table-top display to interact with attendees.
  - Group social media mention alongside other Silver sponsors on San Diego SHRM's LinkedIn.
  - Logo included in email promotions to our 3,000-member list.

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>Bronze</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | \$250 |
| <ul style="list-style-type: none"><li>● <b>An affordable opportunity to showcase your support.</b></li><li>● <b>Event Participation:</b> Admission for 2 attendees.</li><li>● <b>Exclusive Recognition:</b><ul style="list-style-type: none"><li>○ Logo included in the event program.</li><li>○ Verbal mention during the event introduction.</li></ul></li><li>● <b>Marketing Opportunities:</b><ul style="list-style-type: none"><li>○ Group social media mention alongside other Bronze sponsors on San Diego SHRM's LinkedIn.</li><li>○ Logo included in email promotions to our 3,000-member list.</li></ul></li></ul> |       |

## Secure Your Sponsorship Today

Ready to empower the next generation of HR professionals and connect with your future leaders? Follow the link to secure your sponsorship: [Sponsorship Form](#)

Not ready to Sponsor? Feel free to donate an individual contribution of any amount through this link: [Donation Form](#)