



A VIRTUAL SUMMIT FOR CA HR PROFESSIONALS



Sponsorship Prospectus

Sacramento Area Human Resource Association (SAHRA) and San Diego SHRM, California's two SHRM Mega Chapters, have teamed up to put on the biggest virtual HR Conference of the year! Taking place September 9 through September 30, 2020, attendees will participate in 4 live and 20 recorded sessions with the option to earn up to 24 SHRM and HRCI recertification credits.

Why Sponsor?

During the trying times in the world today, we understand that it is difficult for companies to gain exposure with HR professionals. As SAHRA and San Diego SHRM transition their in-person fall conferences to a virtual offering, you will get a great opportunity to increase your visibility, build name and brand recognition, and get the exposure to support you through this unprecedented time.

In-person conferences are continually being cancelled. It is the goal of SAHRA and San Diego SHRM to support HR professionals during this time and continue to provide valuable and relevant education at a reasonable cost not only to our respective memberships, but to all HR professionals in California. The 2020 Mega HR Conference will be opened up to fellow SHRM sister chapters in California to boost attendance and support our fellow SHRM affiliated chapters.

With an estimated attendance of more than 600 HR professionals, this conference will be the go-to virtual conference for HR professionals in California! Don't miss out on this great opportunity to be a part of the 2020 Mega HR Conference!

Who We Are...

SAHRA and San Diego SHRM are local affiliate chapters of the national Society for Human Resource Management (SHRM), which both operate independently with our own unique membership.

Sacramento Area Human Resource Association has more than 550 members, 85% of which are practicing HR professionals, 7% are Partner members which provide a product or service to HR practitioners, 8% are Student members. SAHRA has provided resources and services to HR professional across the Sacramento area since 1956.

San Diego SHRM has more than 600 members, 84% of which are practicing HR professionals at all levels from companies of all sizes. 9% are Partner members which provide a product or service to HR practitioners. 7% are Student members. Established in 1945, San Diego SHRM is the most established HR society in San Diego County. The San Diego SHRM Community has provided human resource professionals with the resources they need to excel in their careers for 75 years.

For information, contact 866-632-1492 or info@sdshrm.org, or contact VP of Sponsorship, James Brooks at james.brooks@franklincovey.com.

Visit www.sdshrm.org/MegaHRSponsorship to secure your sponsorship today!

2020 MegaHR CONFERENCE

A VIRTUAL SUMMIT FOR CA HR PROFESSIONALS



People Sponsor \$5,000

- Ten attendee registrations
- Highlighted on conference homepage
- Opportunity to introduce yourself during the Live Session
- Premier virtual exhibitor space
- Opportunity to place pre-approved collateral materials in the virtual conference bags
- One sponsored pre-conference email (over 6,000 recipients)
- One sponsored post-conference email (over 6,000 recipients)
- Two boosted sponsored social media post
- Your logo displayed throughout the conference website
- Advertising for 2020 on the SD SHRM HR Services Page on the SD SHRM website.
- Four Complementary paid email blast sent to San Diego SHRM database (more than 3,600 recipients) to be used by March 31, 2021.

Passion Sponsor \$3,000

- Five Attendee Registrations
- Premier Virtual Exhibitor space
- One sponsored pre-conference email (over 6,000 recipients)
- 30 second pre-recorded video played prior to Breakout session and distribute materials in the session link
- Opportunity to place pre-approved collateral materials in the virtual conference bags
- Your logo displayed throughout the conference website
- Advertising for 2020 on the SD SHRM HR Services Page on the SD SHRM website.
- Two Complementary paid email blast sent to San Diego SHRM database (more than 3,600 recipients) to be used by March 31, 2021.

Purpose Sponsor \$1,800

- Three Attendee Registrations
- Virtual Exhibitor space
- 30 second pre-recorded video played prior to Breakout session and distribute materials in the session link
- Your logo displayed throughout the conference website
- Opportunity to place pre-approved collateral materials in the virtual conference bags
- Advertising for 2020 on the SD SHRM HR Services Page on the SD SHRM website.
- One Complementary paid email blast sent to San Diego SHRM database (more than 3,600 recipients) to be used by March 31, 2021.

Conference Virtual Software Sponsorship \$2,000

- Premier advertising with company logo within the virtual conference
- Two attendee registrations
- Virtual Exhibitor space
- One sponsored email sent during conference month (over 6,000 recipients)
- 30 second pre-recorded video played prior to Breakout session and distribute materials in the session link
- Opportunity to place pre-approved collateral materials in the virtual conference bags
- Your logo displayed throughout the conference website
- Advertising for 2020 on the SD SHRM HR Services Page on the SD SHRM website.
- One Complementary paid email blast sent to San Diego SHRM database (more than 3,600 recipients) to be used by March 31, 2021.

Breakout Sponsor \$1,500

- Two attendee registrations
- Virtual Exhibit Space
- 30 second pre-recorded video played prior to Breakout session and distribute materials in the session link
- Your logo displayed throughout the conference website

Breakfast Sponsor \$1,500 **SOLD!**

- Two attendee registrations
- Virtual Exhibit Space
- 30 second pre-recorded video played prior to Breakout session and distribute materials in the session link
- Your logo displayed throughout the conference website
- Logo on \$10 GrubHub e-gift card distributed to all attendees

Conference Bags \$1,500

- Two attendee registrations
- Branded virtual conference bag page
- Virtual Exhibit Space
- Your logo displayed throughout the conference website

Coffee Station Sponsorship \$800 **SOLD!**

- Two attendee registrations
- Your logo displayed throughout the conference website
- Virtual Exhibit Space
- Logo on Starbucks Virtual Gift Card

Visit www.sdshrm.org/MegaHRSponsorship to secure your sponsorship today!