



# 2020 San Diego SHRM Sponsorship Prospectus

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San Diego SHRM offers countless opportunities to increase your visibility and provides invaluable networking with HR Professionals in San Diego County.

## Who are our Members?

San Diego SHRM is the local affiliate chapter of the national Society for Human Resource Management (SHRM), which operates independently with our own unique membership. 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.

San Diego SHRM has more than 650 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.

## Why Sponsor?

With over 4,000 individuals who receive our emails and a massive social media following, sponsors gain visibility to our entire network. Discover new opportunities to network and build relationships with San Diego County's finest HR Professionals.

Monthly educational programs average 80 attendees and membership mixers average 80-100, which gains your company exposure every month.

In 2019, we redesigned our Annual Conference into a two-day Legal + Strategic Insights Conference which was a great success with approximately 200 attendees.

## San Diego SHRM Mission

To provide our members access to the SHRM Competency Model in a way that maximizes their ability to impact the success of their organization and to be the recognized voice of our Profession within our service area.

## San Diego SHRM Vision

San Diego SHRM strives to be the recognized voice of the HR profession and the recognized authority on human resource issues within San Diego SHRM's service area, positively impacting workplaces and ultimately improving the bottom line for organizations throughout the service area.

# 2020 Annual Sponsorship Opportunities

• SIGN UP AS A PROGRAM PARTNER & CONFERENCE SPONSOR & RECEIVE 10% OFF •

## 2020 Annual Program Partner Engagement Opportunities (10 Events)

BENEFITS	CHAMPION (1 Available) \$10,000	SUSTAINING (1 Available) <del>\$6,500</del>	ADVOCATE \$3,500	EMPOWERMENT \$1,750	SUPPORTER \$1,000
Linked Logo on Homepage Web Banner & Partner Webpage	✓	✓	✓	✓	✓
E-Mail Advertisement Blasts in 2020 via sent SD SHRM	6	4	2	1	
Logo on Event Signage	✓	✓	✓	✓	✓
Recognition on Event Marketing (event page, email blasts, etc.)	✓	✓	✓	✓	✓
Materials Table	✓	✓	✓	✓	
Reps / Guest at Each Program	5	3	2	1	
1 Minute Company Introduction at Program	At All 7 Educational Programs	At 3 Programs	At 1 Program		
Registration List (No Contact Info)	✓	✓			

## 2020 Conference Sponsorship Levels

BENEFITS	KEYNOTE (1 Available) \$6,500	GENERAL SESSION (1 Available) \$3,500	LUNCHEON (1 Available) \$3,000	BREAKFAST (1 Available) <del>\$1,500</del>	BREAKOUT SESSION \$1,500
Banner Ad on Website	✓				
Logo Link on Event Page	✓	✓	✓	✓	
Pre-Conference E-Blast Via SD SHRM	✓				
Recognition on Conference Marketing	✓	✓	✓	✓	✓
Exhibitor Package (6' Table)	Premium Location	Premium Location	Premium Location	✓	✓
Reps	6	4	3	2	2
Listing in Program	Full Contact Listing	Full Contact Listing	Full Contact Listing		
Ad in Program	1/2 Page	1/4 Page	1/4 Page		
Speaker Intro	Keynote + 3-4 min Intro	Keynote + 3-4 min Intro	Signage Posted During Meal	Signage Posted During Meal	Intro @ Breakout & Self Intro
Material Distribution	✓	✓	✓	✓	✓
Registration List (Names and Company)	✓	✓	✓		
Post Conference E-Blast via SD SHRM	✓	✓			

## A La Carte Sponsorships

Educational Programs (7 in 2020)	Membership Mixers (3 in 2020)	Paid Email Advertisement
<p><b>Program Host/Sponsor - provide breakfast/lunch at your office</b> Showcase your office and host an Educational Program at your office and provide breakfast or lunch for the attendees. Any employees from the host's company is welcome to attend the event free of charge.</p> <p><b>Program Sponsor - \$1,500</b> Don't have a venue to host? For \$1,500 you can sponsor the educational program and San Diego SHRM staff will secure a venue and coordinate the breakfast.</p>	<p><b>Mixer Host/Sponsor - provide drinks/appetizers at your office</b> Showcase your office and host a Membership Mixer at your office. Any employees from the host's company is welcome to attend the event free of charge.</p> <p><b>Mixer Sponsor - \$2,000</b> Don't have a venue to host the Membership Mixer? For \$2,000 you can sponsor the event and San Diego SHRM staff will secure a venue and coordinate the mixer.</p>	<p><b>\$500</b> Reach a prime audience of HR decision-makers at a nominal cost. San Diego SHRM would send an email out to our entire database of over 4,000 individuals in San Diego County on your behalf. Simply provide the HTML code and subject line. Email info@sdshrm.org for more information.</p>

For inquiries and to secure your sponsorship, please contact Emily Mullin at [emullin@sdshrm.org](mailto:emullin@sdshrm.org)