

**WE  
ADVANCE  
TOGETHER**



**2022 SAN DIEGO SHRM  
SPONSORSHIP PROSPECTUS**







# GAIN VISIBILITY AND EXPOSURE WITH SAN DIEGO COUNTY'S FINEST HR PROFESSIONALS



## 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 more than 75 years.

San Diego SHRM has over 600 members, 88% of which are practicing HR professionals at all levels from companies of all sizes. 7% are Partner members which provide a product or service to HR practitioners. 5% 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.

Typically, San Diego SHRM's monthly educational programs average 80 attendees and membership mixers average 80-100, which gains your company exposure every month. We are closely following the CDC and San Diego County guidelines for in-person events and look forward to gathering our San Diego SHRM Community in 2022!

# 2022 Annual Partnership Opportunities



Annual Program Partner Engagement Opportunities				
BENEFITS	CHAMPION (1 Available) \$10,000	SUSTAINING (1 Available) \$6,500	ADVOCATE \$3,500	EMPOWERMENT \$1,750
Linked Logo on Homepage Web Banner	✓	✓	✓	✓
E-Mail Advertisement Blasts in 2021 via	6	4	2	1
Logo on Event Signage	✓	✓	✓	✓
Recognition on Event Marketing (event	✓	✓	✓	✓
Materials Table	✓	✓	✓	✓
Reps / Guest at Each Program	8	4	2	1
1 Minute Company Introduction at Program	At All Educational Programs	At 3 Programs	At 1 Program	
Registration List (No Contact Info)	✓	✓		
Social Media Posts	6	4	2	

A La Carte Partnerships	
Paid Email Advertisement	Webinars
<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 <a href="mailto:info@sdshrm.org">info@sdshrm.org</a> for more information.	<b>\$750</b> Showcase your company during a webinar. Your company logo will be included on the webinar event page and emails associated with the webinar. Included is also one email blast.

**For inquiries and to secure your sponsorship, please Emily Mullin or DeAndrea Brazel at [info@sdshrm.org](mailto:info@sdshrm.org).**