



SHRM[®]

NORTHERN
CALIFORNIA

SHRM NORCAL 2025 SPONSORSHIP OPPORTUNITIES

| ABOUT US

SHRM Northern California (NorCal) is the local presence for SHRM members and the local HR community in the Greater San Francisco Bay Area. SHRM NorCal is dedicated to growing the expertise and knowledge of HR professionals, developing business acumen and leadership capacity in our members, and leading in the development of the best workforce and workplaces.

SHRM NorCal consists of over 7,500 members, including HR professionals and HR-related resource partners, representing more than 3,500 large and small organizations. They range in experience from entry to executive level and vary in practice from specialist to generalist roles.

Meet The SHRM NorCal Community Team!



Gina Ayllon, CAE,
SHRM - SCP
Executive Director,
Northern CA



Anne Gamino, CMP
Sr. Membership
Engagement Specialist



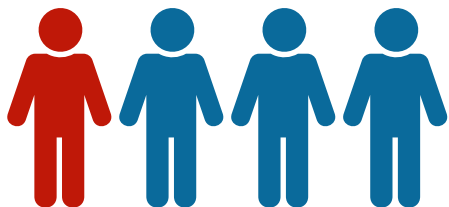
Stefany Wilson
Membership Engagement
Specialist



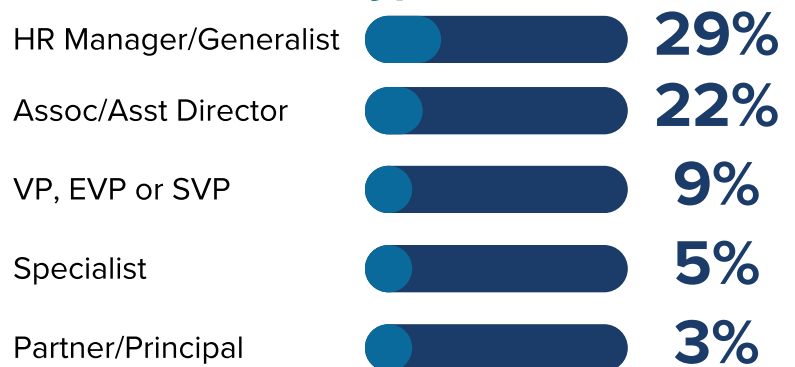


OUR MEMBERS

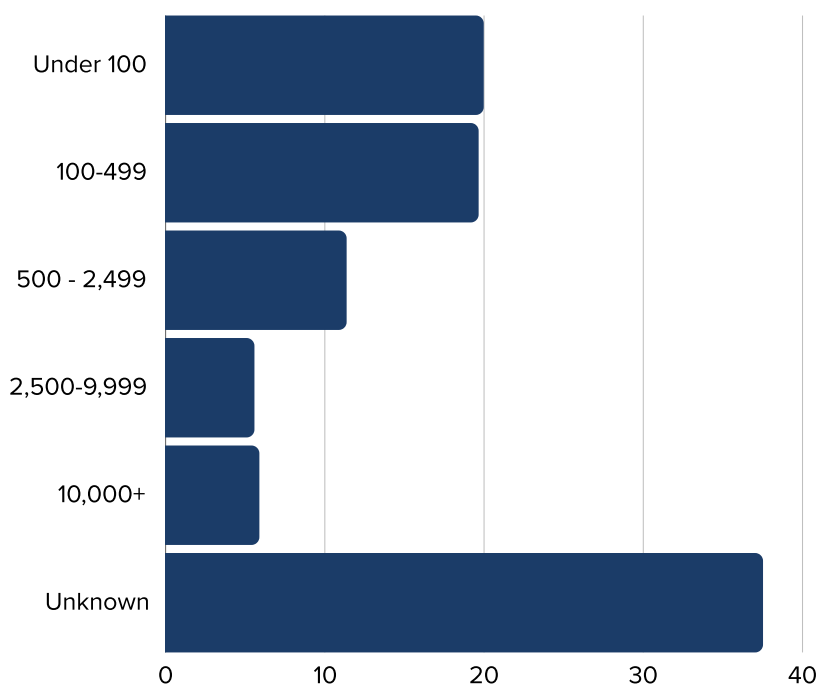
Over **7,500** Members



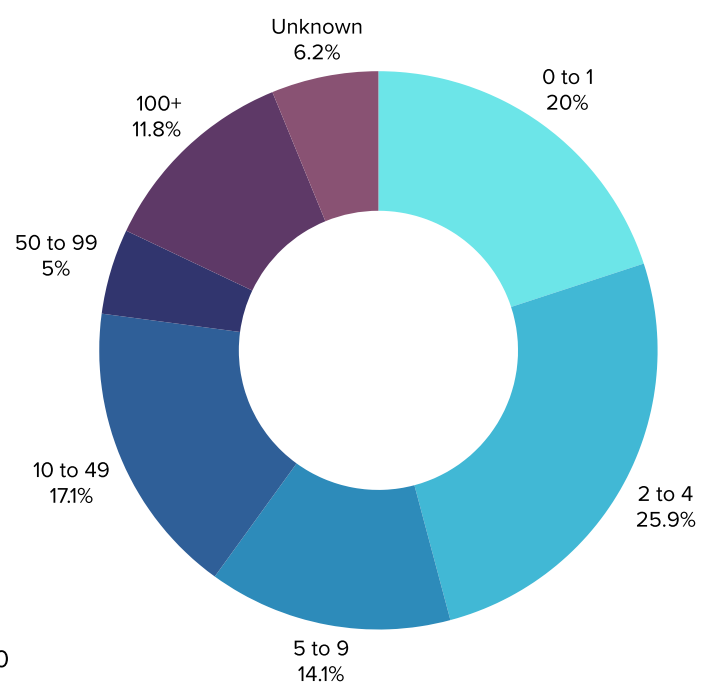
Types of Roles



Company Size



HR Department Size



SPONSORSHIP BUNDLES

Sponsorship bundles integrate various benefits into one package, so companies can maximize their impact and build stronger, long-term relationships with their target audience. From speaking sponsorships to advertising, these opportunities offer a comprehensive approach to member engagement. For more information, contact Stefany Wilson, Membership Engagement Specialist at stefany.wilson@shrm.org.

Benefits	Diamond	Platinum	Gold	Silver
Exhibit Table at SHRM NorCal	Premium	Premium	Basic	Basic
Your company will be recognized as a sponsor at one SHRM NorCal Education Event				-
Your company will be recognized as a sponsor at one SHRM NorCal Meet and Mingle Event				-
Your company will be recognized as a sponsor at one SHRM NorCal Full Day Legal Event		-	-	-
Your company will be recognized as a sponsor at one SHRM NorCal Roundtable event		-	-	-
Your company will be recognized as a sponsor and host one webinar to SHRM NorCal Members				
Your company can provide an email banner to be included in a SHRM NorCal weekly newsletter	2	2	1	-
Your company will receive a dedicated and tagged post on SHRM NorCal social media platforms				
Your company can provide a custom marketing posts on SHRM NorCal Social Media			-	-
Company Logo with Link on NorCal website for event(s)	Included	Included	Included	Included
Your company will be recognized as a sponsor at one SHRM NorCal Mentorship and Career Networking Panel	-		-	
Sponsor an HR student to attend SHRH NorCal 25	-	-	-	
Investment	\$15,000	\$10,000	\$7,500	\$5,000

A LA CARTE OPPORTUNITIES



Full Legal or Compliance Events - \$5,000

- One sponsored email banner on a SHRM NorCal Weekly Newsletter
- Company representative receives 3-5 minutes of podium time to promote business and services
- Two registrations to invite clients
- Brand recognition on the registration page and on all marketing materials for the event
- Logo displayed during opening remarks from SHRM NorCal Staff
- Prominent logo placement during the event, including on name badges
- Opportunity to distribute material at each seat during the event
- Opportunity to host a prize drawing at the event to collect attendee information (only name, email, and phone) for those who opt-in.
- Social media recognition on SHRM NorCal social channels
- Recognized in post-event email providing contact information



Education Events - \$3,000

- One sponsored email banner per a SHRM NorCal Weekly Newsletter
- Company representative receives 3-5 minutes of podium time to promote business and services
- Two registrations to invite clients
- Brand recognition on the registration page and on all marketing materials for the event
- Logo displayed during opening remarks from SHRM NorCal Staff
- Prominent logo placement during the event including on name badges
- Opportunity to distribute material at each seat during the event
- Social media recognition on SHRM NorCal social channels



A LA CARTE OPPORTUNITIES - CON'T

Meet and Mingle Events - \$2,500*

- Brand recognition on the registration page and on all marketing materials for the event
- Three minutes for a representative to address the attendees
- Logo on attendee name badge
- Table to distribute company materials
- Opportunity to host a prize drawing at the event to collect attendee information (only name, email, and phone) for those who opt in.
- Social media recognition on SHRM NorCal social channels

*Would you like to host a Meet and Mingle at your office or venue of choice? Instead of sponsorship funds, you can plan the Meet and Mingle as you like (including food and beverages). SHRM NorCal will market the event, handle all the registration, and will include your logo in the event marketing and communications.

HR Roundtable Events - \$2,000*

- Opportunity for company representatives to moderate the roundtable.
- Three minutes for a representative to address the attendees.
- Brand recognition on the registration page and on all marketing materials for the event.
- Opportunity to host a prize drawing at the event to collect attendee information (only name, email, and phone) for those who opt-in.
- Social media recognition on SHRM NorCal social channels.

* Would you like to host an HR Roundtable at your office or venue of choice? Instead of sponsorship funds, you can plan the HR Roundtable as you all (including food and beverages). SHRM NorCal will market the event, handle all the registration, and will include your logo in the event marketing and communications.

A LA CARTE OPPORTUNITIES - CON'T



Mentorship & Career Networking Panel (Virtual Event) - \$1,500

- Opportunity for company representatives to moderate the panel
- Three minutes for a representative to address the attendees
- Brand recognition on the registration page and on all marketing materials for the event
- Social media recognition on SHRM NorCal social channels



Sponsored Webcast - \$1,500

- Host provides speaker and content (subject to approval)
- Host and NorCal staff will coordinate one rehearsal prior to the webinar
- Brand recognition on the registration page and on all marketing materials for the event
- Social media recognition on SHRM NorCal social channels
- Recognized in post-event email providing contact information
- Opportunity to host a prize drawing at the event to collect attendee information (only name, email, and phone) for those who opt-in.



Advertising/Broadcast Email Sponsor

\$1,200 for two email banners/\$750 for one email banner

- SHRM NorCal will include your company's event information with your message to members. SHRM NorCal 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%.
- Company would provide email copy and images (size 1200x600) and URL link for additional information to share.



SHRM **NORCAL ANNUAL CONFERENCE 2025**

EXHIBIT OPPORTUNITIES

Premium Exhibitor **\$4,000**

- Selection of booth location
- Provide conference bag insert
- Inclusion in conference Exhibitor Passport to Prizes Game
- 6x6 tabletop booth space
- 3 conference registration, includes meals at the conference
- Listing in the mobile app, which includes contact information and a 50-word description
- Enter a prize to be showcased and won in a prize drawing at the end of conference

Basic Exhibitor **\$3,000**

- Inclusion in conference Exhibitor Passport to Prizes Game
- 6x6 tabletop booth space
- 2 conference registration, includes meals at the conference
- Listing in the mobile app, which includes contact information and a 50-word description
- Enter a prize to be showcased and won in a prize drawing at the end of conference

SHRM NORCAL ANNUAL CONFERENCE 2025

SPONSORSHIP OPPORTUNITIES

Premiere Sponsorship - \$15,000 (Exclusive Opportunity)

At Conference

- Recognized as the event sponsor at all general sessions
- Opportunity to address conference attendees for 3-5 minutes during the Opening General Session
- Option to host a concurrent session and present on an HR topic of your expertise
- Premium Exhibitor Booth
- Five conference registrations, including meals at the conference
- Complimentary lead retrieval system for easy scanning of leads at conferences (\$758 value)
- Inclusion in conference Exhibitor Passport to Prizes Game
- Company logo at the registration area
- Bag Insert (provided by sponsor)
- Logo placement on all conference bags given to attendees
- Custom push notification to all attendees (120 characters or less)
- Logo placement with link to company website on the conference app

Marketing and Brand Recognition Pre-Conference

- Recognized as Premier Sponsor with logo on conference promotional materials and emails
- Recognized as Premier Sponsor with logo on the conference website
- Recognized as Premier Sponsor with a tag of your company on all SHRM NorCal social media channels

Benefits Post-Conference

- Follow up sponsor email to all attendees with logo and link, two to three sentences about your company and contact information



Platinum Sponsorship - \$10,000 (Only 4 available)

At Conference

- Recognized as the event sponsor at all general sessions
- Premium Exhibitor Booth
- Four conference registrations, including meals at the conference
- Complimentary lead retrieval system for easy scanning of leads at conferences (\$758 value)
- Inclusion in conference Exhibitor Passport to Prizes Game
- Company logo at the registration area
- Bag Insert (provided by sponsor)
- Custom push notifications at all attendees (120 characters or less)

Customize Your Sponsorship by Selecting One of the Following:

- Professional Headshot Studio
- Grand Prize
- Official After Party
- Attendee Wi-Fi

Marketing and Brand Recognition Pre-Conference

- Recognized as Platinum Sponsor with logo on conference promotional materials and emails
- Recognized as Platinum Sponsor with a tag of your company on all SHRM NorCal social media channels

Benefits Post-Conference

- Follow up sponsor email to all attendees with logo and link, two to three sentences about your company and contact information



Gold Sponsorship - \$8,500 (Only 4 available)

At Conference

- Recognized as the event sponsor at all general sessions
- Premium Exhibitor Booth
- Complimentary lead retrieval system for easy scanning of leads at conferences (\$758 value)
- Inclusion in conference Exhibitor Passport to Prizes Game
- Company logo at the registration area
- Bag Insert (provided by sponsor)
- Advertisement in the mobile app

Customize Your Sponsorship by Selecting One of the Following:

- Breakfast Sponsor
- Lunch Sponsor
- Reception Sponsor
- Zen Den Sponsor

Marketing and Brand Recognition Pre-Conference

- Recognized as Gold Sponsor with logo on conference promotional materials and emails
- Recognized as Gold Sponsor on all SHRM NorCal social media channels

Benefits Post-Conference

- Follow up sponsor email to all attendees with logo and link, two to three sentences about your company and contact information



Silver Sponsorship - \$7,500 (Only 3 available)

At Conference

- Recognized as the event sponsor at all general sessions
- Premium Exhibitor Booth
- Complimentary lead retrieval system for easy scanning of leads at conferences (\$758 value)
- Inclusion in conference Exhibitor Passport to Prizes Game
- Company logo at the registration area
- Bag Insert (provided by sponsor)
- Advertisement in the mobile app

Customize Your Sponsorship by Selecting One of the Following:

- Lanyard
- Main Mobile App
- Branded Promotional Item

Marketing and Brand Recognition Pre-Conference

- Recognized as Silver Sponsor with logo on conference promotional materials and emails
- Recognized as Silver Sponsor on all SHRM NorCal social media channels

Benefits Post-Conference

• Follow up sponsor email to all attendees with logo and link, two to three sentences about your company and contact information



Bronze Sponsorship - \$5,000

At Conference

- Recognized as the event sponsor at all general sessions
- Standard Exhibitor Booth
- Inclusion in conference Exhibitor Passport to Prizes Game
- Company logo at the registration area
- Bag Insert (provided by sponsor)
- Advertisement in the mobile app

Marketing and Brand Recognition Pre-Conference

- Recognized as Bronze Sponsor with logo on conference promotional materials and emails
- Recognized as Bronze Sponsor on all SHRM NorCal social media channels

Benefits Post-Conference

- Follow up sponsor email to all attendees with logo and link, two to three sentences about your company and contact information



SHRM NORCAL ANNUAL CONFERENCE 2025

ADD ON OPPORTUNITITES

Day of Email Banner - \$2,000

Includes a banner ad with a link to the sponsor's website or link of your choice. E-mail will be sent to attendees the DAY OF the conference. E-mail will be sent to all registered participants with details on how to access the virtual format and event details. One sponsor per day.

HR Solutions Stage Presentation - \$1,500

Gain additional exposure and share information about your products and services in educational session setting inside the SHRM NorCal Marketplace. Our HR Solutions Stage presentations are 15-20 minutes in length and provide a Ted Talk-style format that is quickly consumable for attendees.

Mobile App Banner Ads - \$1,000

Promote your company's brand with a rotating banner seen on the SHRM NorCal Mobile App. When tapped, the user is taken to a full-screen landing page of your choice highlighting your product, service, or solution.

Push Notifications - \$700

Get your message in front of attendees by taking advantage of the conference app's push notifications. Sponsors will receive a custom message (45 characters or less) to be sent to all attendees at the specific time of their choice each day (based on available time slots).

Sponsor A Student - \$275

To help further the career of future HR professionals and sponsor an HR student to attend the SHRM NorCal Annual Conference and SHRM National Membership (\$75)

