

SHRM NorCal Meet + Mingle (Social Meet-Up for HR Professionals)

Engagement Type(s): *Direct Audience Engagement, Speaking Opportunity, Brand/Logo Recognition*

Marketed to: the SHRM NorCal community (over 8,700 recipients)

Attendees: 20-50

Exposure: Up to two months pre-event

SHRM NorCal Meet + Mingles are an ideal audience for organizations who are looking to engage with HR professionals in and around the San Francisco Bay Area. These social events are specifically designed to support our members and prospective members as they network with peers, gain relevant and timely information about the HR profession, discuss and plan for continuing education opportunities, and get connected with SHRM NorCal leaders.

Meet + Mingle Sponsor (Limit 2) \$550

- Company logo and link on the SHRM NorCal website for that event
- Company logo and link on promotional emails to the SHRM NorCal community members and past event attendees (over 8,700 recipients)
- Three (3) minutes for company representative to address the audience and introduce the speaker(s)
- Up to two (2) SHRM NorCal provided signage recognitions at the event (company logo)
- Opportunity to distribute literature or logo item to each attendee
- One (1) complimentary registration
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)

SHRM NorCal Senior HR Professional’s Lunch or Reception

Engagement Type(s): *Direct Audience Engagement, Speaking Opportunity, Brand/Logo Recognition* **Marketed to:** the SHRM NorCal community (over 8,700 recipients)

Attendees: 15-20

Exposure: Up to two months pre-event

Get your company in front of senior level HR Professionals. SHRM-NorCal’s Senior HR Professional Lunch or Reception provide unique opportunities for senior HR professionals to network, collaborate, and gain powerful knowledge earning strategic continuing education credits over lunch. Each Senior HR Professional’s Lunch or Reception attracts a mid-level to senior HR professional audience.

Senior HR Professional Lunch or Reception Gold Sponsor (Exclusive)..... \$1,900

- Company logo and link on the SHRM NorCal website for that event
- Company logo and link on the HR Professional Lunch or Reception dedicated promotional emails to the SHRM NorCal community members and past event attendees (over 8,700 recipients)
- Five (5) minutes to introduce your company to all attendees and introduce the facilitator
- Up to two (2) SHRM NorCal provided signage recognitions at the event (large logo)
- Opportunity to distribute literature or logo item to each attendee
- Skirted display table to distribute company literature
- One (1) complimentary registration
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)

Senior HR Professional Lunch or Reception Silver Sponsor (Limit 3) \$750

- Company logo and link on the SHRM NorCal website for that event
- Company logo and link on the Senior HR Professional Lunch dedicated promotional emails to the SHRM NorCal community members and past event attendees (over 8,700 recipients)
- Verbal recognition from SHRM NorCal One (1) SHRM NorCal provided signage recognitions at the event (company logo)
- Opportunity to distribute literature or logo item to each attendee
- Skirted display table to distribute company literature
- One (1) exhibitor access passes to operate display table
- One (1) complimentary registration
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)

SHRM NorCal SHRM-CP and SHRM-SCP Certification Preparation Course

Engagement Type(s): *Direct Audience Engagement, Speaking Opportunity, Brand/Logo Recognition* Marketed to: the SHRM NorCal community (over 8,700 recipients)

Attendees: 20-30

Exposure: Up to 2 months prior to event; During duration of event (7 weeks)

Frequency: Varies in San Francisco or virtual in the Spring and FALL

Gain brand recognition as the SHRM NorCal Certification Exam Review Course Sponsor through traditional sponsorship and/or location hosting. The review course class meets once weekly during each twelve-week course (Spring and Fall courses). SHRM NorCal Certification Review Course Sponsors may choose to sponsor a course at a location chosen by SHRM NorCal or, if your business has classroom space, may choose to host the course in your facility.

Review Course Sponsor (Exclusive)..... \$2,000 each course

- Company logo and link on the SHRM NorCal website
- Company logo and link on SHRM Certification Exam Review Course dedicated promotional emails to the SHRM NorCal community members and past event attendees (over 8,700 recipients)
- Sponsor recognition with company logo on all marketing materials (including Power Point recognition) related to the course included during other SHRM NorCal events
- Five (5) minutes to introduce your company to all attendees and introduce the review course instructor at the first session.
- Opportunity to distribute literature or logo item to each attendee
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)