



2018 Annual Prospectus SHRM Northern California

About SHRM-NorCal

SHRM is committed to advancing the profession and serving HR professionals in Northern California. We are pleased to provide our members in the San Francisco Bay Area with California-specific information and resources, access to California HR experts in SHRM's Knowledge Center, and local networking events, seminars and conferences. In 2017, SHRM has opened a satellite office in San Mateo to assist with professional development and career needs in the 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 in the Greater Bay area.

SHRM-NorCal's 6,000+ members include HR professionals and HR-related resource partners that represent more than 3,500 large and small organizations in the San Francisco Bay Area, range in experience from entry to executive level, and vary in practice from specialist to generalist roles. We are the local presence for SHRM's 290,000 global members.

SHRM-NorCal values and understands the key role that our resource partners play in enabling us to host relevant and compelling programming. It is our goal to grow and strengthen these partnerships in 2018 and beyond, ensuring our members see great value in learning about the latest and most innovative HR products and services that our Resource Partners offer. We are truly grateful for your support – without you, all that we do would not be possible.

Become a partner of SHRM-NorCal! Allow us to work together to create customized packages which will help your organization meet your marketing, sponsorship, and corporate social responsibility goals for 2018. Please contact **Gina Ayllon**, Northern California Executive Director at gina.ayllon@shrm.org for more information.

SHRM-NorCal Regional Meetings

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

Marketed to: the SHRM-NorCal community (over 6,100 recipients)

Attendees: 30-60 at 3 locations totaling 90- 180

Exposure: Up to three months’ pre-event

Frequency: Ten meetings annually, 3 locations monthly

Gain regional exposure for your products and services at SHRM-NorCal’s Regional Meetings while also supporting SHRM-NorCal’s mission. Meetings are held monthly for all current and prospective members, and include dedicated time for a seated breakfast, lunch, dinner or networking reception, featured strategic presentation, and key SHRM-NorCal updates on the direction of SHRM Northern California.

The meetings include dedicated time for networking and interactive learning in a more intimate setting in 3 different locations around the SF Bay Area– South Bay, Peninsula, San Francisco, East Bay and North Bay. They provide convenient options for members and prospective members that live or work in these areas.

Gold Sponsor (Exclusive) \$2,500

- Company logo and link on the SHRM-NorCal website for that event
- Company logo and link on Regional Meeting dedicated promotional emails to the SHRM-NorCal community (over 6,100 recipients)
- Five (5) minutes of podium time to introduce your company to all attendees and introduce the speaker
- Up to four (4) SHRM-NorCal provided signage recognitions at the event (large logo)
- Recognition in PowerPoint (Large company logo)
- Opportunity to distribute literature or logo item to each attendee
- Skirted display table in reception area to distribute company literature
- Two (2) complimentary registrations
- Two (2) exhibitor access passes to operate display table
- 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)

Silver Sponsor (Limit 3) \$1,500

- Company logo and link on the SHRM-NorCal website for that event
- Company logo and link on Regional Meeting dedicated promotional emails to the SHRM-NorCal community (over 6,100 recipients)
- Verbal recognition from SHRM-NorCal
- Up to two (2) SHRM-NorCal provided signage recognitions at the event (company logo)
- Recognition in PowerPoint (medium company logo)
- Opportunity to distribute literature or logo item to each attendee
- Skirted display table in reception area to distribute company literature
- Two (2) 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 Socials/ Meet-Up for HR Professionals

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

Marketed to: the SHRM-NorCal community (over 6,100 recipients)

Attendees: 30-60

Exposure: Up to three months pre-event

SHRM-NorCal HR Summer Socials are an ideal audience for organizations who are looking to engage with HR professionals in and around the SF Bay Area. Socials 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.

NorCal Social Sponsor (Limit 2) \$500

- Company logo and link on the SHRM-NorCal website for that event
- Company logo and link on promotional emails to the SHRM-NorCal community (over 6,100 recipients) as well as specifically to our HR Professionals Community
- 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 6,100 recipients)

Attendees: 15-20

Exposure: Up to three 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 (over 6,100 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 (over 6,100 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 CP/SCP Certification Preparation Course

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

Marketed to: the SHRM-NorCal community (over 6,100 recipients)

Attendees: 20-30

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

Frequency: 7-Week (San Francisco) Tuesdays/Thursdays-5:30-8:30pm Offered Spring/Fall 2018

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 (over 6,100 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)