



**SHRM NORTHERN
CALIFORNIA COMMUNITY
2022 ANNUAL
PARTNERSHIP PROSPECTUS**

Table of Content

About SHRM.....	3
About SHRM Northern California (SHRM NorCal).....	4
NorCal Community Demographics.....	5
Who Attends Our Events?	7
Past Partners	8
SHRM Northern California Annual Conference Opportunities.....	9
SHRM NorCal Education or HR Roundtable Opportunities.....	14
SHRM NorCal Education or HR Roundtable Speaking Opportunity.....	15
SHRM NorCal Meet + Mingle (Social Meet Up for HR Professionals).....	16
SHRM NorCal Sponsored Webcast.....	17
SHRM NorCal Sponsored Webcast Speaking Opportunity	18
SHRM NorCal Executive HR Professional Virtual Roundtable.....	19
SHRM NorCal Sponsored Online Discussion Group Post.....	20
SHRM NorCal Sponsored E-mail Banner.....	21
Meet Your SHRM Northern California Community Team!.....	22

About SHRM

SHRM, the Society for Human Resource Management, creates better workplaces where employers and employees thrive together. As the voice of all things work, workers and the workplace, SHRM is the foremost expert, convener and thought leader on issues impacting today's evolving workplaces. With 300,000+ HR and business executive members in 165 countries, SHRM impacts the lives of more than 115 million workers and families globally.

About SHRM Northern California (SHRM NorCal)

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 8,700 members including HR professionals and HR-related resource partners represent 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.

BECOME A PARTNER OF SHRM NORCAL!

Allow us to work together to create customized packages that will help your organization meet your marketing, sponsorship, and corporate social responsibility goals for 2022.

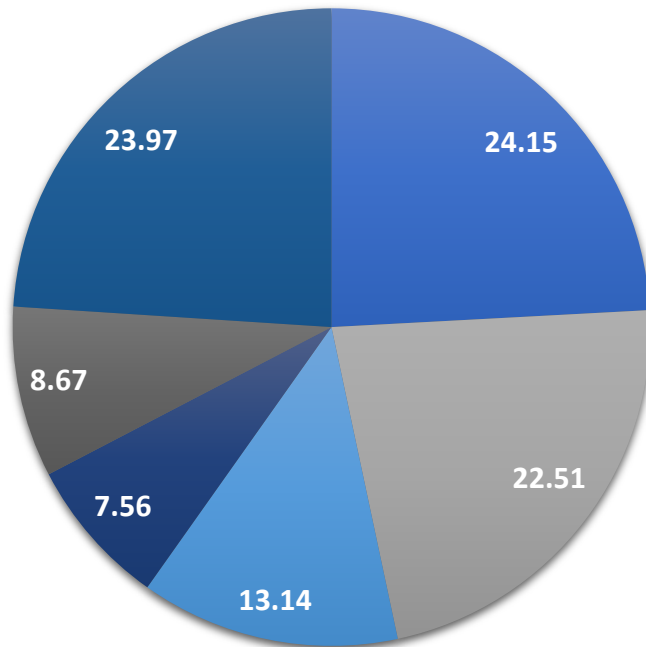
FOR MORE INFORMATION PLEASE CONTACT:

Gina Ayllon, SHRM-SCP, CAE, Northern California Executive Director at gina.ayllon@shrm.org | 650-378-1327

Anne Gamino, CMP, Senior Specialist, Regional Engagement at anne.gamino@shrm.org | 650-378-1328

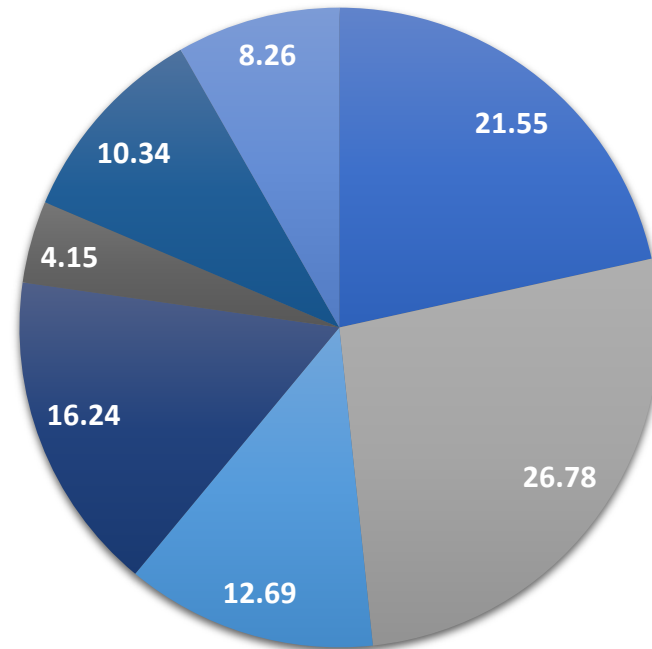
NorCal Community Demographics

Org Size



- Under 100 ■ 100-499 ■ 500-2,499
- 2,500-9,999 ■ 10,000+ ■ Unknown

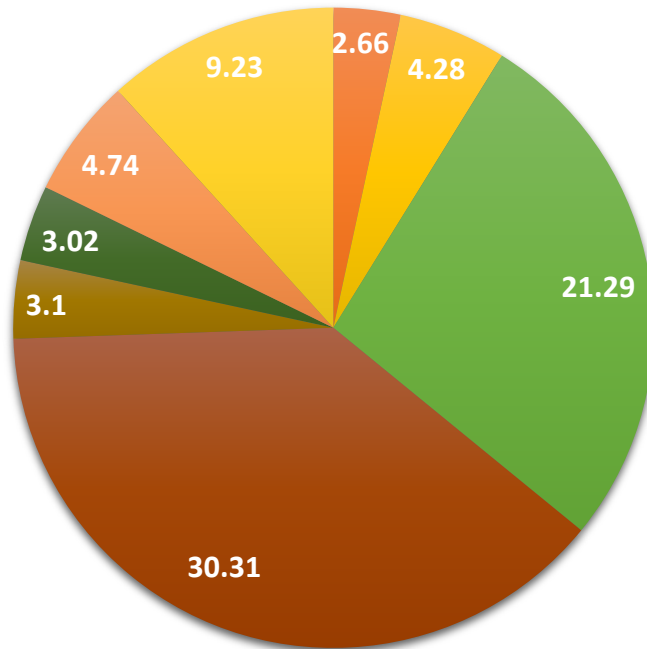
HR Dept Size



- 0 to 1 ■ 2 to 4 ■ 5 to 9 ■ 10 to 49
- 50-99 ■ 100+ ■ Unknown

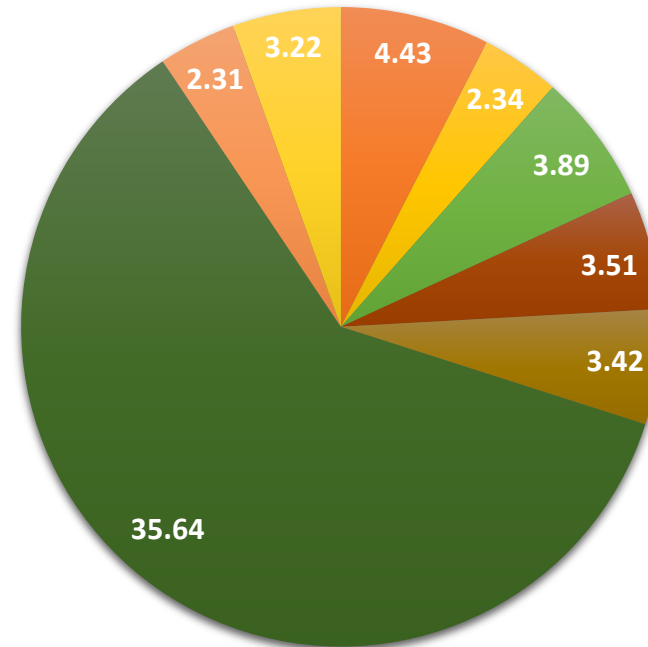
NorCal Community Demographics

Job Title



- CHRO/CHCO
- Consultant
- Director or Asst/Assoc Director
- Manager, Generalist
- Partner/Principal
- President, CEO, Chairman
- Specialist
- VP or Asst/Assoc VP

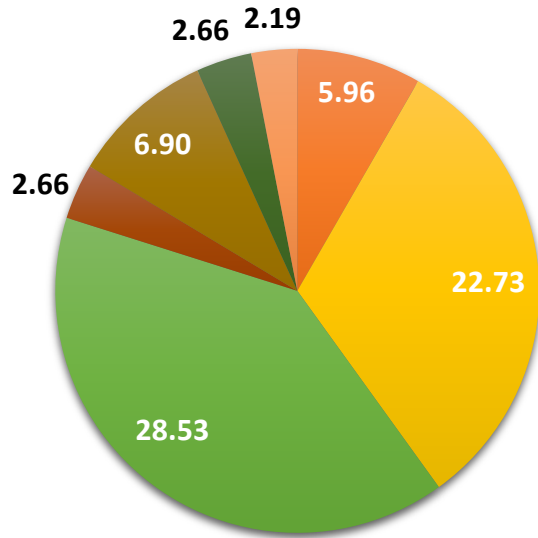
Job Function



- Administrator
- Benefits
- Consultant
- Employee Relations
- Employment/Recruitment
- HR General
- Organizational Development
- Strategic Planning

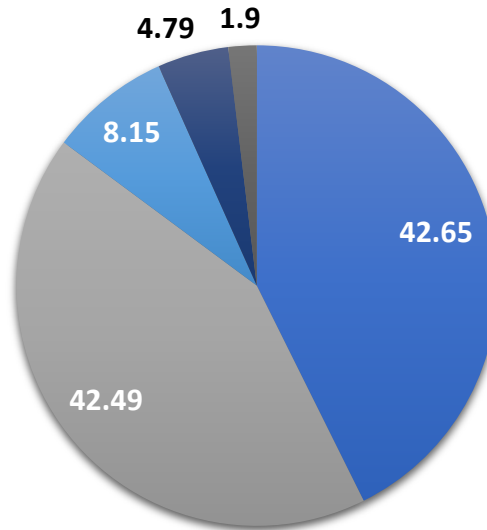
Who Attends Our Events?

Job Level



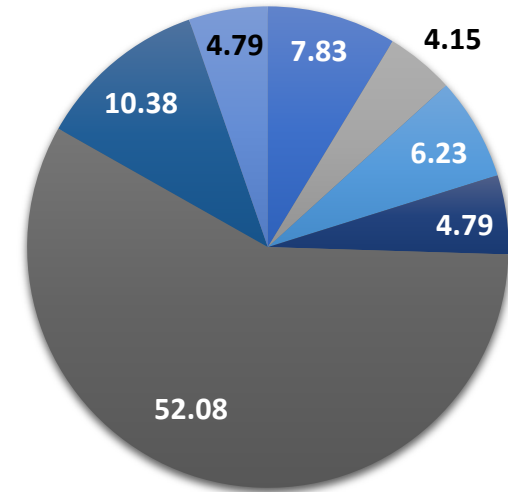
- Vice President
- Director
- Manager
- Chief
- Generalist
- Specialist
- President, Founder, CEO

Org Size



- Under 100
- 100-499
- 500-2499
- 2500-9999
- 10000+

Job Function



- Administrative
- Comp/Benefits
- Consultant
- Employee Relations
- HR Generalist
- Other
- Strategic Planning

Past Partners

GAMIFICATION & GOLD



NETWORKING & SILVER



SILVER



BRONZE



SUPPORTING



SHRM Northern California Annual Conference Opportunities

- **Engagement Types:** Direct Audience Engagement, Speaking Opportunity, Brand and Logo Recognition
- **Marketing Audience:** The SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- **Marketing Timeline:** Up to two months pre-event
- **Event Audience:** Approximately 200-300 attendees
- **Event Type:** September 25-27, 2022 in Monterey, California
- **Event Frequency:** Annually every fall

Attendees will journey through a two-day educational experience with inspiring keynotes, an expo hall, and opportunities to connect and network. This interactive program will include general session keynotes, networking breaks, and four concurrent sessions with four tracks: Inclusion & Culture, Leadership & Strategy, Legal & Compliance, and Talent & Total Rewards

Diamond Sponsor \$6,000	Gold Sponsor \$4,500	Silver Sponsor \$3,500	Bronze Sponsor \$2,500
Diamond and Gold Sponsorship Add On \$2,000 & \$1500	Hosting a Lunch Peer Networking Roundtable \$1,500	Experience Sponsorships \$4,500	Break Time Activity Sponsorships \$3,500

SHRM Northern California 2022 Annual Conference Opportunities

Diamond Sponsor \$6,000

(LIMIT TWO)

- Organization logo and link on the event page
- Organization logo and link on Regional Education Meeting promotional e-mails to the SHRM NorCal community members and past event attendees (over 8,700 recipients)
- Organization recognition on SHRM NorCal social media posts on Facebook, Instagram, LinkedIn and Twitter
- Break activity for 15 minutes in General Session
- Five complimentary registrations to staff your booth
- Option to host a prize drawing to receive contact lists for those who opt-in (minimum \$100 USD value)
- Follow-up sponsor e-mail to all attendees with organization logo and link, two to three sentences about your organization, representative contact name, e-mail, phone number and headshot
- Up to 45- to 60-second promo video to be play during the conference.

Gold Sponsor \$4,500

- Organization logo and link on the event page
- Organization logo and link on Regional Education Meeting promotional e-mails to the SHRM NorCal community members and past event attendees (over 8,700 recipients)
- Organization recognition on SHRM NorCal social media posts on Facebook, Instagram, LinkedIn and Twitter
- Four complimentary registrations to staff your booth
- Option to host a prize drawing to receive contact lists for those who opt-in (minimum \$100 USD value)
- Follow-up sponsor e-mail to all attendees with organization logo and link, two to three sentences about your organization, representative contact name, e-mail, phone number and headshot
- Up to 30- to 45-second promo video to be play during the conference.

Add-On Sponsorships for Diamond and Gold Sponsors

Speaking at a Session \$2,000 (Limit Four, Select Day)

Showcase your expertise by speaking for a 50-minute session at the conference with an approved topic.

Hosting a Happy Hour Networking Event or Activity \$1,500 (Limit Four, Select Day)

Meet and greet with attendees as your logo is promoted at a 60-minute live happy hour reception, with the opportunity to host an activity.

SHRM Northern California 2022 Annual Conference Opportunities

Silver Sponsor \$3,500

- Organization logo and link on the event page
- Organization logo and link on Regional Education Meeting promotional e-mails to the SHRM NorCal community members and past event attendees (over 8,700 recipients)
- Organization recognition on SHRM NorCal social media posts on Facebook, Instagram, LinkedIn and Twitter
- Three complimentary registrations to staff your booth
- Option to host a prize drawing to receive contact lists for those who opt-in (minimum \$100 USD value)
- Follow-up sponsor e-mail to all attendees with organization logo and link, two to three sentences about your organization, representative contact name, e-mail, phone number and headshot

Bronze Sponsor \$2,500

- Organization logo and link on the event page
- Organization logo and link on Regional Education Meeting promotional e-mails to the SHRM NorCal community members and past event attendees (over 8,700 recipients)
- Organization recognition on SHRM NorCal social media posts on Facebook, Instagram, LinkedIn and Twitter
- Two complimentary registrations to staff your booth
- Option to host a prize drawing to receive contact lists for those who opt-in (minimum \$100 USD value)
- Follow-up sponsor e-mail to all attendees with organization logo and link, two to three sentences about your organization, representative contact name, e-mail, phone number and headshot

SHRM Northern California 2022 Annual Conference Opportunities

Hosting a Lunch Peer Networking Roundtable \$1,500 (Limit Three—Select Day)

- Opportunity to facilitate a live discussion and showcase your expertise during a 60-minute session at lunchtime.
- Meet and greet with attendees as your logo is promoted at the roundtable.

Experience Sponsorships \$4,500

Gamification Leaderboard or Passport

(Limit One)

- Host the event experience with your logo displayed in the instructions and promotion of the gamification. At the end of the event, reward the winner(s) of the event with a special prize.
- Up to 30- to 45-second promo video to be play during the conference.
- Gold Package benefits included (\$4,500 value).

General Session

(Limit Two—Select Session)

- Get attendees' attention with this full experience to be the exclusive sponsor of the general sessions that reach the entire audience.
- Receive recognition as the sponsor and prominent display of your logo on the general session loop as well as a
- Up to 30- to 45-second promo video before one of the general sessions. Introduce a speaker for one of the general sessions.
- Gold Package benefits included (\$4,500 value).

Sponsored Tracks

(Limit Eight, excluding SHRM Speakers Bureau speakers—Select Track and Day)

- Content tracks for intended audiences from beginner to intermediate to senior-level.
- Receive recognition as the sponsor and prominent display of your logo.
- Up 30- to 45-second promo video before the sessions. Sponsor can make a one- to two-minute introduction of each session of the dedicated sponsored track.
- Gold Package benefits included (\$4,500 value).

SHRM Northern California 2022 Annual Conference Opportunities

Break/Activity Sponsorships \$3,500

Morning Activity, Refreshment Break, or Entertainment (Limit Three Per Day—Select Day)

- Opportunity to host the 30-minute activity for a chance to wake up and welcome attendees such as a stretching, dancing, magician, etc.
- Up to 30- to 45-second promo video before the activity.
- Silver Package benefits included (\$3,500 value).

Lunch Break (Limit Three Per Day—Select Day)

- As a lunch supporter, you can reach attendees outside the reach of your booth by hosting a 30-minute activity. And you'll be a hero to all who will enjoy a quality luncheon between sessions.
- Up to 30- to 45-second promo video before the activity.
- Silver Package benefits included (\$3,500 value).

Lanyard Sponsorship \$1,500

Promote your brand throughout the entire event with one of the most popular on-site sponsorships.

Mobile App Sponsorship \$2,500

The one stop shop for attendees to get all information from Schedule, Sessions, Speakers, and Exhibitors. Put your company's logo recognition on the welcome page of the Conference App. You will also receive a company banner ad on the home/landing page.

Smart Stage Speaker Opportunity \$750

Grab one slot at the Smart Stage Series located in the Marketplace. This series provides relevant, topical information in 20-minute bursts of highly engaging content. This is a "Add-On" opportunity to any of the sponsor packages.

SHRM NorCal Education or HR Roundtable Opportunities

- **Engagement Types:** Direct Audience Engagement, Speaking Opportunity, Brand and Logo Recognition
- **Marketing Audience:** The SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- **Marketing Timeline:** Up to two months pre-event
- **Event Type:** Virtual
- **Event Platform:** Zoom or WebEx
- **Event Audience:** Approximately 20-50 attendees (based on 2019-2021 data)
- **Event Frequency:** Education Roundtables = Eight events annually; HR Roundtables = Fourteen events annual

Gain regional exposure for your products and services at SHRM NorCal's Education or HR Roundtables while also supporting SHRM NorCal's mission. Meetings are mostly held monthly for Education Roundtables and biweekly for HR Roundtables for all current and prospective members, featuring a strategic presentation and key SHRM NorCal community updates. The meetings include dedicated time for networking and interactive learning in a virtual setting and will also be recorded for future viewing for up to one year after the event date.

Exclusive \$1,000

- Organization logo and link on the SHRM NorCal website for that event
- Organization logo and link on Regional Education Meeting promotional e-mails to the SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- Organization recognition on SHRM NorCal social media posts on Facebook, Instagram, LinkedIn and Twitter
- Three minutes of podium/screen time to introduce your organization to all attendees and introduce the speaker
- Up to one minute of podium/screen time to play a promotional video (optional)
- Organization logo in SHRM NorCal Update PowerPoint
- Opportunity to include digital literature with sponsor contact information in post-event e-mail to each attendee
- Two complimentary registrations
- Opportunity to host a prize drawing at the event to collect attendee information (only name, e-mail and phone number) for those who opt-in

SHRM NorCal Education or HR Roundtable Speaking Opportunity

- **Engagement Types:** Direct Audience Engagement, Speaking Opportunity, Brand and Logo Recognition
- **Marketing Audience:** SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- **Marketing Timeline:** Up to two months pre-event
- **Event Type:** Virtual
- **Event Platform:** Zoom or WebEx
- **Event Audience:** Approximately 20-50 attendees (based on 2019-2021 data)
- **Event Frequency:** Education Roundtables = Eight events annually; HR Roundtables = Fourteen events annually

Gain regional exposure for your products and services at SHRM NorCal's Education or HR Roundtables while also supporting SHRM NorCal's mission. Meetings are mostly held monthly for Education Roundtables and biweekly for HR Roundtables for all current and prospective members, featuring your strategic presentation and key SHRM NorCal community updates. The meetings include dedicated time for networking and interactive learning in a virtual setting and will also be recorded for future viewing for up to one year after the event date.

Exclusive \$2,000

- Organization logo and link on the SHRM NorCal website for that event
- Organization logo and link on Regional Education Meeting promotional e-mails to the SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- Organization recognition on SHRM NorCal social media posts on Facebook, Instagram, LinkedIn and Twitter
- Three minutes of screen time to introduce your organization to all attendees and introduce the speaker
- Up to one minute of screen time to play a promotional video (optional)
- Organization logo in SHRM NorCal Update PowerPoint
- Opportunity to include digital literature with sponsor contact information in post-event e-mail to each attendee
- Two complimentary registrations
- Opportunity to host a prize drawing at the event to collect attendee information (only name, e-mail and phone number) for those who opt-in

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

- **Engagement Types:** Direct Audience Engagement, Speaking Opportunity, Brand and Logo Recognition
- **Marketing Audience:** SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- **Marketing Timeline:** Up to two months pre-event
- **Event Type:** Virtual
- **Event Platform:** Zoom
- **Event Audience:** Approximately 20-40 attendees (based on 2019-2021 data)
- **Event Frequency:** Seven events annually

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.

Exclusive Meet + Mingle Sponsor \$600

- Organization logo and link on the SHRM NorCal website for that event
- Organization logo and link on promotional e-mails to the SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- Organization recognition on SHRM NorCal social media posts on Facebook, Instagram, LinkedIn and Twitter
- Three minutes for organization representative to address the audience
- Opportunity to facilitate and host the activity such as a Kahoot game, cooking lesson, mixology, arts and crafts, karaoke, etc.
- Up to one minute of screen time to play a promotional video (optional)
- Organization logo in SHRM NorCal Update PowerPoint
- Opportunity to include digital literature with sponsor contact information in post-event e-mail to each attendee
- Two complimentary registrations
- Opportunity to host a prize drawing at the event to collect attendee information (only name, e-mail and phone number) for those who opt-in

SHRM NorCal Sponsored Webcast

- **Engagement Types:** Direct Audience Engagement, Speaking Opportunity, Brand and Logo Recognition
- **Marketing Audience:** SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- **Marketing Timeline:** Up to two months pre-event
- **Event Type:** Virtual
- **Event Platform:** On24
- **Event Audience:** Approximately 40-250 attendees; varies based on topic (based on 2019-2021 data)
- **Event Frequency:** Monthly

SHRM NorCal Sponsored Webcasts are opportunities to introduce the benefits of your organization and how your organization or product will enrich the workplace using the On24 platform. You have three to five minutes to present your benefits during the introduction of a live webcast event with a PowerPoint slideshow and audio voice-over. Interact and network with attendees by answering questions and participating in the live group chat. Registration is free to members. A recording of the live event will be available for viewing in our archive of professional development offerings for up to one year after the event date.

Exclusive Sponsored Webcast \$1,000

- Organization logo and link on the SHRM NorCal website for that event and on On24 webcast platform
- Organization logo and link on marketing e-mails to the SHRM NorCal community members and past attendees (approximately 7,200 - 10,300 recipients) as well as posted to our online HR professionals community group
- PDF copy of slides with organization information made available to attendees after the webcast with your organization logo and contact information
- A recording made available to the SHRM NorCal community after the webcast date to access at any time
- Opportunity to include digital literature with sponsor contact information in post-event e-mail to each attendee
- Opportunity to host a prize drawing at the event to collect attendee information (only name, e-mail and phone number) for those who opt-in

SHRM NorCal Sponsored Webcast Speaking Opportunity

- **Engagement Types:** Direct Audience Engagement, Speaking Opportunity, Brand and Logo Recognition
- **Marketing Audience:** SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- **Marketing Timeline:** Up to two months pre-event
- **Event Type:** Virtual
- **Event Platform:** On24
- **Event Audience:** Approximately 40-250 attendees; varies based on topic (based on 2019-2021 data)
- **Event Frequency:** Monthly

SHRM NorCal Sponsored Webcasts are opportunities to showcase the benefits of your organization and how your organization or product will enrich the workplace using the On24 platform. You have 60 minutes to present your topic during a live event with a PowerPoint slideshow and audio voice-over. Enhance the attendee experience by adding polls and videos, answering questions, and participating in the group chat. Registration is free and open to both members and nonmembers. A recording of the live event will be available for viewing in our archive of professional development offerings for up to one year after the event date.

Exclusive Sponsored Webcast \$1,500

- Organization logo and link on the SHRM NorCal website for that event and on On24 webcast platform
- Organization logo and link on marketing e-mails to the SHRM NorCal community members and past attendees (approximately 7,200 - 10,300 recipients) as well as posted to our online HR professionals community group
- 60-minute webcast to present on approved topic with an introduction and closing by a SHRM NorCal representative
- PDF copy of slides with organization information made available to attendees after the webcast
- A recording made available to the SHRM NorCal community after the webcast date to access at any time
- Opportunity to include digital literature with sponsor contact information in post-event e-mail to each attendee
- Opportunity to host a prize drawing at the event to collect attendee information (only name, e-mail and phone number) for those who opt-in

SHRM NorCal Executive HR Professional Virtual Roundtable

- **Engagement Types:** Direct Audience Engagement, Speaking Opportunity, Brand/Logo Recognition
- **Marketing Audience:** SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- **Marketing Timeline:** Up to two months pre-event
- **Event Audience:** Approximately 20-30 attendees
- **Event Platform:** Zoom or WebEx
- **Event Type:** Virtual
- **Event Frequency:** Twice a year

Get your organization in front of executive level HR Professionals. SHRM-NorCal's Executive HR Professional Virtual Roundtable provides unique opportunities for you to network, collaborate, and gain powerful knowledge earning strategic continuing education credits. Each event attracts a midlevel to executive HR professional audience. May or may not be recorded depending on the topic

Exclusive Executive HR Professional Roundtable \$1,500

- Organization logo and link on the SHRM NorCal website for that event
- Organization logo and link on the HR Professional Lunch or Reception promotional e-mails to the SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- Organization recognition on SHRM NorCal social media posts on Facebook, Instagram, LinkedIn and Twitter
- Five minutes to introduce your organization to all attendees and introduce the facilitator
- Opportunity to include digital literature with sponsor contact information in post-event e-mail to each attendee
- Two complimentary registrations
- Opportunity to include digital literature with sponsor contact information in post-event e-mail to each attendee
- Opportunity to host a prize drawing at the event to collect attendee information (only name, e-mail and phone number) for those who opt-in

SHRM NorCal Sponsored Online Discussion Group Post

- **Engagement Types:** Direct Audience Engagement, Speaking Opportunity, Brand and Logo Recognition
- **Marketing Audience:** SHRM NorCal community members (approximately over 8,700 recipients)
- **Event Platform:** Higher Logic
- **Frequency:** Once

Market your organization product or service front and center in an online discussion group post sent directly to the SHRM NorCal community members.

Exclusive Online Discussion Group Post \$500

- Approved promotional copy and image on your product or service with your organization logo and link

SHRM NorCal Sponsored E-mail Banner

- **Engagement Types:** Direct Audience Engagement, Speaking Opportunity, Brand and Logo Recognition
- **Marketing Audience:** SHRM NorCal community members and past event attendees (approximately over 8,700 recipients)
- **Platform:** Marketo
- **Frequency:** Four Times

Take part in our weekly e-mails by highlighting your organization's product or services with a color banner in the center of e-mail template with a hyperlink.

Exclusive Sponsored E-mail Banner \$1,000

- Approved promotional copy and image size of 600x 250px of your product or service placed in our weekly e-mails with hyperlink to your landing page

Meet Your SHRM Northern California Community Team!



Gina Ayllon

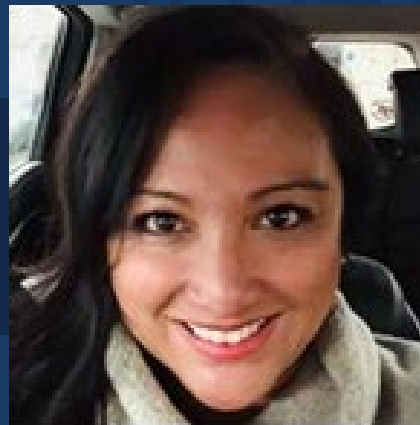
Northern California

Executive Director

gina.ayllon@shrm.org

@SHRMgina

650-378-1327



Anne Gamino

Senior Specialist

Anne.gamino@shrm.org

650-378-1328