



**2026**  
**SHRM NorCal**  
**Partner Prospectus**



# 2026 Partner Prospectus

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## 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 7,000 members, including HR professionals and HR-related resource partners, representing more than 3,000 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

### Contact Us

[norcal@shrm.org](mailto:norcal@shrm.org)

# MORE ABOUT SHRM NORCAL

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From professional development opportunities to networking events, SHRM NorCal offers a wide range of programs and services for sponsorship designed to help HR professionals stay up to date on the latest HR trends and best practices.

## COMMUNITY REACH



**1,100+** engaged community members with an overall marketing reach of more than **19,000** other area HR pros



Education and Networking Events where you live. Find a local opportunity in one of the 5 regions of Greater San Francisco (South Bay, North Bay, East Bay, Peninsula, and San Francisco).

## COMMUNITY NEWSLETTER STATS



SHRM NorCal Weekly Newsletter's average open rate is 40% for the year, which is above email open benchmarks of 28%.

## COMMUNITY SOCIAL ENGAGEMENT



870+ Followers



1370+ Followers

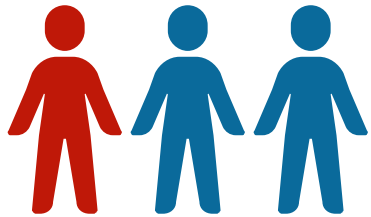


3,000+ Followers

# ABOUT SHRM NORCAL MEMBERS

Partnering with SHRM NorCal makes it easy and affordable to connect your company's products and services with decision-makers from small to large companies across the Bay Area.

## Over 7,000 Members

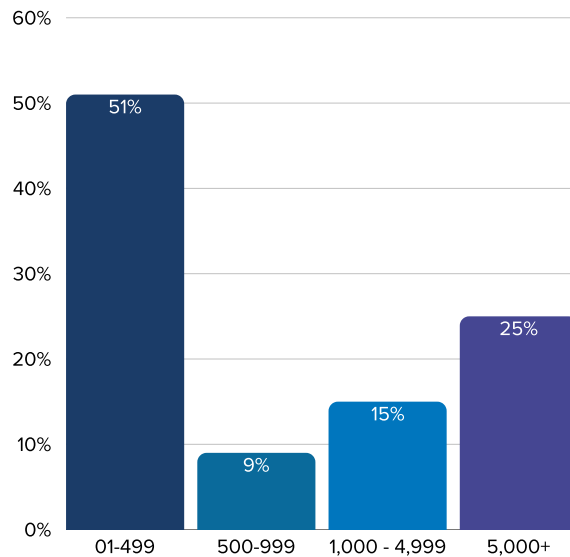


## Companies Represented by Members

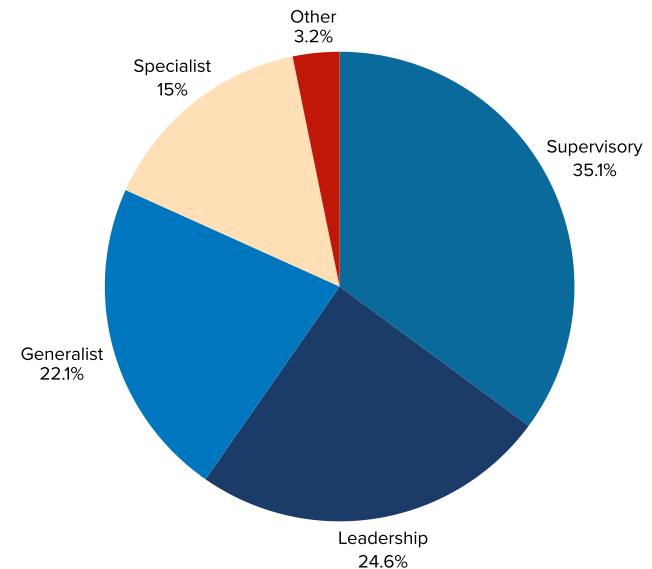


**2,700+**  
companies in the Greater  
San Francisco Bay Area

## Member's Company Size by Number of Employees



## HR Positions Held by Members



# STRATEGIC PARTNERSHIPS

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## Strategic Partner Levels

Take a strategic approach with your marketing dollars! Whether you have a single goal like a new product rollout or a yearlong awareness campaign, our 12-month strategic opportunities will have a big impact on your bottom line. Choose the level best suited for your marketing goals.

### Partner \$15,000

Partner level sponsors receive maximum exposure. This high-visibility sponsorship provides great brand exposure and offers a great way to engage with members year-round.

### Supporter \$10,000

Supporter level sponsors receive significant exposure. Tailor your coverage and start building brand recognition with our members.

### Contributor \$5,000

Contributor level sponsors receive considerable exposure. Ideal for lead-generating campaigns, your message is sure to attract members' attention.

## Brand Exposure

Every level receives the following brand exposure: Your logo with a link on our new "Meet Our Partners" page. Logo recognition (linked when possible) on education event walk-in slides, on the weekly newsletter, and on all education and networking event emails.

# STRATEGIC PARTNERSHIPS

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## BENEFITS

### Partner \$15,000

2 sponsored email blasts  
(active database 18,000+)

2 sponsored LinkedIn  
Posts (average monthly  
impressions 4,000+)

4 email banners in weekly  
SHRM NorCal Newsletter

Pick one of the following  
events:

- Roundtable
- Education
- Networking
- Webcast

### Support \$10,000

1 sponsored email blasts  
(active database 18,000+)

1 sponsored LinkedIn Post  
(average monthly  
impressions 4,000+)

2 email banners in weekly  
SHRM NorCal Newsletter

Pick one of the following  
events:

- Roundtable
- Education
- Networking
- Webcast

### Contributor \$5,000

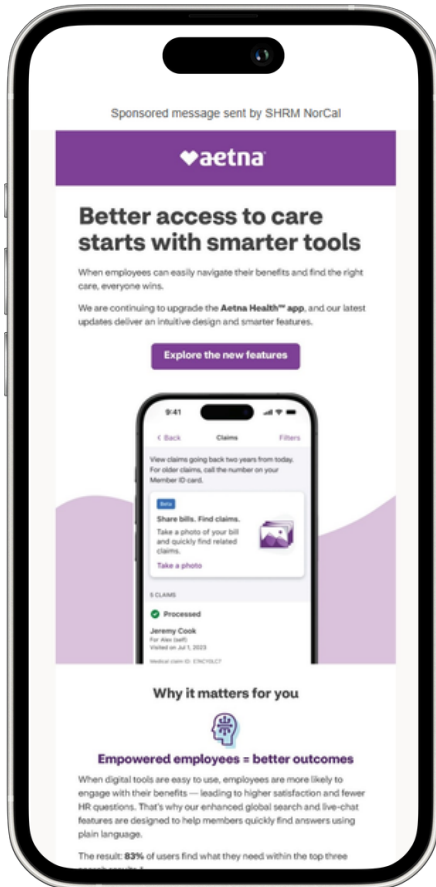
2 sponsored LinkedIn  
Posts (average monthly  
impressions 4,000+)

2 email banners in weekly  
SHRM NorCal Newsletter

Pick one of the following  
events:

- Roundtable
- Education
- Networking
- Webcast

# SHARE YOUR CONTENT



## SPONSORED EBLAST - \$2,000

Reach the entire SHRM NorCal membership database (18,000+). Designed by you and deployed by SHRM NorCal, this services allows you to share the latest product updates or share a thought leadership piece.

### Specifications

Provide a subject line. Content can be submitted as a JPEG, PNG, or as a combination of image and text. Please note that SHRM NorCal does not offer design or editing services for provided materials. We kindly ask for the completed artwork and content **one week before the scheduled send date**. Final email must be approved by SHRM NorCal.

## NEWSLETTER ADVERTISEMENT \$1,300 for two email banners/\$800 for one

Gain brand recognition by featuring your ad in our weekly newsletter. This newsletter keeps SHRM NorCal members and other HR professionals informed about the community's events and news. With a distribution list of 18,000+ and an average open rate of 33%.

### Specifications

Ad must be received 1 week prior to newsletter deployment.  
Size: 1200x600  
Format: 300 dpi, JPEG or PNG  
Provide link to landing page or website



# EDUCATIONAL OPPORTUNITIES

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## FULL DAY LEGAL EDUCATIONAL EVENT (JANUARY/DECEMBER) \$2,500

Support a full day of ongoing education about California Employment Law and Compliance. This event offers a format of 4 speakers, a meal, and dedicated networking time with attendees. Connect with 80-100 HR professionals, gain visibility, and set yourself apart from the competition.

**Sponsorship benefits:** ‘Sponsored by’ branding on event materials and communications, logo on name badges, an opportunity to have a marketing table at the event, and an opportunity to host a prize drawing to collect attendee information (name, email and phone only) for those who opt in.

## EDUCATIONAL SPEAKING \$2,000

Deliver content focused on a specific HR function to showcase your expertise, connect with your target audience, and position your brand as a thought leader in the HR community in person. This is a unique opportunity to share insights, foster meaningful connections, and enhance your visibility among HR professionals. **Sponsorship benefits:** “Sponsored by” on the event announcement and registration page, 60 minutes + 15 minutes for Q&A on an approved topic. Opportunity to provide a QR code during the presentation to capture the attendees' contact information and feedback.

## FULL DAY SEMINARS - \$2,000

Throughout the year, SHRM NorCal hosts ad hoc full-day seminars that provide education on the SHRM Specialty Credentials. **Sponsorship benefits:** ‘Sponsored by’ branding on event materials and communications, logo on name badges, an opportunity to have a marketing table at the event, and an opportunity to host a prize drawing to collect attendee information (name, email and phone only) for those who opt in.

## WEBINAR HOST \$2,000

Support ongoing education by providing a speaker and content (subject to approval) for 45 minutes plus 15 minutes for a Q&A. **Sponsorship benefits:** Brand recognition on the registration page. Social media recognition on SHRM NorCal social channels. Opportunity to provide a QR code during the presentation to capture attendee contact information and feedback.

# EDUCATIONAL OPPORTUNITIES (CONT.)

## VIRTUAL ROUNDTABLE \$1,500

HR professionals who work in specialized HR disciplines attend Roundtable events to share ideas and learn from others in their area of focus. Roundtables meets 4 times a year. **Sponsorship benefits:** Opportunity for company representatives to moderate the roundtable, 2 minutes to address the attendees, logo on registration page and marketing for the event, and an opportunity to host a prize drawing to collect attendee information (name, email and phone only) for those who opt in.

### Choose Your Roundtable Topic:

- Benefits & Compensations
- Employee Engagement
- Inclusion & Diversity
- HR Department of One
- Talent Acquisition



## HR PATHWAYS VIRTUAL EVENT \$1,500

Support the next generation of HR professionals by providing a company representative to speak on a virtual panel or moderate the panel. **Sponsorship Benefits:** Brand recognition on the registration page and on SHRM NorCal social media channels.

# NETWORKING EVENTS

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## SHRM NORCAL MEETUPS AT SHRM26 - \$5,000

Are you looking for a way to connect with HR pros from California at SHRM26? The California Reception at SHRM26 is a way for you to get your brand in front of this audience. This is the perfect way to unwind from the day's sessions and network with California HR professionals.

## NORCAL GET TO KNOW YOUR MEMBERSHIP QUARTERLY VIRTUAL EVENT - \$2,500

Our quarterly Member “Get to Know Your Membership” virtual event provides an opportunity for businesses to connect with new and current members, showcase their brand, and engage with members. **Sponsorship includes:** an opportunity to introduce themselves and their organization with a 2-minute spotlight, brand recognition on the registration page and marketing materials, and an opportunity to host a prize drawing to collect attendee information (only name, email, and phone) for those who opt in.



# NETWORKING EVENTS (CONT)

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## SUMMER NETWORKING - \$2,500

The Summer Networking is the can't-miss social event of the year. This is a fun and casual way to strengthen business connections with area HR professionals. Attendance ranges from 65-100 guests. **Sponsorship benefits:** This opportunity includes brand recognition on the registration page and marketing materials, logo on attendee name tags, a marketing table to distribute company materials, and an opportunity to host a prize drawing to collect attendee information (only name, email, and phone) for those who opt in.



## NETWORKING EVENT - \$1,000

Held at various venues throughout the San Francisco Bay (South Bay, North Bay, East Bay, San Francisco, and Peninsula) are a fun and casual way to strengthen business connections with area HR professionals. Attendance ranges from 20 to 50 guests depending on the attraction of the venue. **Sponsorship Benefits:** opportunity to host and plan everything from your desired location to food and beverage, brand recognition on the registration page and marketing materials, logo on attendee name tags, a marketing table to distribute company materials, and an opportunity to host a prize drawing to collect attendee information (only name, email, and phone) for those who opt in.

## HR COFFEE CHATS OR HAPPY HOUR - \$600

Sponsoring a Regional HR Coffee or Happy Hour offers you brand promotion exposure, including your logo on digital event materials, a 30-second pitch to introduce your organization, and 'Sponsored by' branding name tags. This is a great way to engage with local professionals, showcase your commitment to supporting the HR community, and network in a relaxed, collaborative environment.

# OTHER EVENT OPPORTUNITIES

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## MARKETING TABLE - \$600

Promote a new product or bring awareness to an existing service. A marketing table at an Education or Networking Event allows you to connect with attendees pre-event and during networking breaks, if applicable.

## SHOW OFF YOUR VENUE - \$600

Showcase your facility by hosting one of SHRM NorCal's premier education events (including food and beverage). As a venue partner, you'll have the unique opportunity to highlight your space to a targeted audience of HR professionals while supporting their growth and development. Whether it's a seminar, workshop, or networking event, hosting allows you to engage directly with industry leaders, create lasting impressions, and demonstrate your commitment to the HR community.



# 2026 EVENT CALENDAR

## January

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## February

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

## March

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## April

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## May

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## June

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	27	27
28	29	30				

## July

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## August

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## September

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## October











S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## November

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## December

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	27
27	28	29	30	31		

-  Legal & Compliance Day
-  In-person Regional Event
-  Coffee/Happy Hours (Members Only)
-  Summer Networking Event with SHRM California
-  Virtual Roundtable
-  Webinar
-  Membership Benefits Webinar
-  HR Pathways
-  Holiday/Blackout
-  NorCal Conference

**SHRM NorCal Annual  
Conference 2026**



**October 4-6, 2026  
The Westin St. Francis  
San Francisco**

## Contact Us

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