

THARSEO 2026

*JOIN THE LEADERS SHAPING THE FUTURE
OF THRIVING WORKPLACES*



The **SHRM Foundation's THARSEO Thought Leadership Series** convenes influential business leaders, policymakers, HR executives, philanthropists, educators, and innovators to shape the future of work.

More than an event series, THARSEO is a national platform for advancing bold ideas and practical solutions that help organizations build workplaces where people and businesses thrive together.

The 2026 theme — **Thriving Together** — explores how employers can strengthen workforce well-being, resilience, belonging, and long-term organizational performance in a rapidly changing world of work.

Through high-level convenings, candid dialogue, and actionable thought leadership, THARSEO positions participating organizations at the center of the most important workforce conversations shaping business today.

THARSEO

POWERED BY

SHRM[®]
Foundation

WHY SPONSOR THARSEO?

Today's leading employers are being evaluated not only by financial performance, but by how they support people, strengthen workplace culture, and prepare for the future of work.

THARSEO offers sponsors a unique opportunity to align their brand with nationally recognized leadership on the workforce issues that matter most to executives, employees, investors, and policymakers.

SPONSORS GAIN:

1

Access to Senior Decision-Makers: Nearly 70% of attendees are CEOs, CHROs, founders, chief people officers, policymakers, and senior executives with significant organizational influence and purchasing authority.

2

Strategic Positioning as a Leading Employer: Demonstrate your organization's commitment to workplace innovation, employee well-being, workforce resilience, caregiving, multi-generational talent strategies, skills-based leadership, and the future of thriving workplaces.

3

Executive-Level Relationship Building: Engage directly with leaders across Fortune 500 companies, high-growth businesses, public-sector organizations, and influential nonprofits through curated networking and intimate dialogue.

4

Thought Leadership Visibility: Showcase your organization as a leader shaping the future of work through speaking opportunities, co-branded content, executive engagement, and year-round visibility.

5

Association With a Trusted National Brand: Align your company with the SHRM Foundation's respected mission and national platform dedicated to creating healthier, more inclusive, and more competitive workplaces.

WHO ATTENDS & SPONSORS THARSEO?

ATTENDEE LEADERSHIP ROLES

- CEOs & Presidents — **28%**
- CHROs & HR Executives — **18%**
- Other Senior Executives — **18%**
- Founders & Entrepreneurs — **16%**
- Policymakers — **12%**
- Diversity & Inclusion Leaders — **8%**

INDUSTRY REPRESENTATION

- Government & Nonprofit — **22%**
- Consulting & Professional Services — **16%**
- Financial Services — **12%**
- Health Care & Life Sciences — **11%**
- Technology — **9%**
- Retail & Consumer — **9%**
- Media & Entertainment — **7%**
- Education & Workforce Development — **7%**
- Other Industries — **7%**

COMPANY SIZE

- Fortune 500 Companies — **40%**
- Mid-Sized Organizations — **35%**
- Entrepreneurial & Emerging Businesses — **25%**

SELECT PREVIOUS SPONSORS INCLUDE:



SPONSORSHIP OPPORTUNITIES

THARSEO SUMMIT

The flagship THARSEO convening brings together approximately 300 executives and thought leaders for a day of high-impact dialogue, networking, and collaboration.

The Summit features keynote conversations, executive panels, facilitated discussions, and actionable insights focused on the future of thriving workplaces.

The event culminates in the annual THARSEO Report — a published synthesis of the year's insights, recommendations, and calls to action.

Date: Thursday, October 15, 2026

Location: Salamander Washington DC



SPONSORSHIP PACKAGES

PRESENTING SPONSOR — \$100,000

Brand Visibility & Recognition

- Prominent inclusion in THARSEO press releases
- Two dedicated SHRM Email Newsletter mentions
- One dedicated social post and inclusion in one group social post
- Premier logo recognition across Summit signage, stage presentations, and event materials
- Logo recognition on the SHRM Foundation THARSEO website
- Year-round logo recognition on SHRM Foundation “Supporters” page

Thought Leadership & Executive Engagement

- Keynote speaker introduction
- Company content (e.g., case study, white paper) featured in the SHRM Foundation Resource Center
- Opportunity to host a Salon Dinner on agreed-upon HR topic

PRESENTING SPONSOR *(continued)*

Hospitality & VIP Access

- Reserved premium seating for 16 guests (two tables)
- Sponsorship and greeting opportunity at the Step & Repeat Welcome Experience
- Exclusive after-Summit reception or service activity participation
- Opportunity to host up to three dine-around dinners following the Summit
- Five VIP speaker meet-and-greet invitations

Attendee Experience & Gifts

- Co-branded attendee swag or collateral distribution
- Co-branded swag bags
- Co-branded swag bag item

Stewardship & Appreciation

- Customized, social-ready thank-you video from the SHRM Foundation President
- One customized SHRM Foundation impact testimonial for company use

VISIONARY SPONSOR — \$50,000

Brand Visibility & Recognition

- Inclusion in THARSEO press releases
- One dedicated SHRM Email Newsletter mention
- Inclusion in one group social media post
- Partner-level logo recognition on Summit signage and stage presentations
- Logo recognition on the SHRM Foundation THARSEO website and year-round logo recognition on the SHRM Foundation “Supporters” page

Thought Leadership & Executive Engagement

- Sponsorship and speaking opportunity in one featured panel discussion on agreed-upon topic
- One company resource (e.g., white paper, case study) featured in the SHRM Foundation Resource Center
- Invitations to Exchange Salon Dinners

Hospitality & VIP Access

- Reserved premium seating for eight guests (one table)
- Sponsorship of Summit coffee break or snack station
- Exclusive after-Summit reception or service activity participation
- Opportunity to host one dine-around dinner following the Summit
- Three VIP speaker meet-and-greet invitations

VISIONARY SPONSOR *(continued)*

Attendee Experience & Gifts

- Opportunity to provide attendee swag or HR resource collateral
- Swag bag item inclusion

Stewardship & Appreciation

- Social-ready thank-you video from the SHRM Foundation President
- SHRM Foundation impact testimonial for company use

CATALYST SPONSOR — \$25,000

Brand Visibility & Recognition

- Inclusion in a group mention in SHRM communications
- Inclusion in one group social media post
- Logo recognition on designated Summit assets
- Logo recognition on the SHRM Foundation THARSEO website and year-round logo recognition on the SHRM Foundation “Supporters” page

Hospitality & VIP Access

- Reserved seating for four guests at a shared table
- Exclusive CEO after-Summit reception or service activity participation
- Two VIP speaker meet-and-greet invitations

Attendee Experience & Engagement

- Opportunity to provide attendee swag or HR resource collateral

Stewardship & Appreciation

- Social-ready thank-you video from the SHRM Foundation President



ADDITIONAL THARSEO SERIES SPONSORSHIP OPPORTUNITIES

Extend your engagement through sponsorship of a **THARSEO Exchange dinner** or **THARSEO Roundtable convening** — exclusive forums designed to foster candid dialogue, relationship building, and cross-sector collaboration among senior leaders shaping the future of work.

THARSEO EXCHANGE

Exclusive dinners and curated conversations hosted in Washington, D.C., and select cities designed to foster meaningful cross-sector dialogue among senior leaders.

THARSEO ROUNDTABLE

An invitation-only, retreat-style convening for senior executives, philanthropists, and workplace innovators to explore emerging workforce challenges and opportunities in depth.

ADDITIONAL SPONSORSHIP ACTIVATIONS

These sponsorship opportunities may be added to packages or secured as standalone activations:

- America 250 Cocktail Reception with monument views
- VIP America 250 Monuments at Night tour
- Post-Summit Salon Dinner at Salamander's acclaimed restaurant
- Breakfast, lunch, and refreshment breaks
- Closing reception and SHRM Foundation 60th Anniversary toast
- Dine-around dinners
- Keynote addresses
- Panel discussions
- Executive swag bags
- Year-round THARSEO webinar series
- VIP speaker meet-and-greet
- HR Tomorrow Fellowship program



PARTNER WITH THARSEO

THARSEO is where influential leaders come together to shape the future of work.

By sponsoring THARSEO, your organization demonstrates leadership on the workforce issues defining business success today — while building meaningful relationships with the changemakers shaping tomorrow.

For sponsorship information and customized partnership opportunities, please contact the SHRM Foundation team at tharseo@shrm.org.



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