



**2027**

## **STRATEGIC HR PARTNER PROGRAM**

### **2027 SPONSORSHIP OPPORTUNITIES**

Connect with California's most influential HR leaders through year-round visibility, strategic engagement, and exclusive access to the statewide HR community.



[www.calshrm.org](http://www.calshrm.org)

## Where You'll Be Seen

### Annual State Conference

- 250+ HR professionals
- 20+ sponsors
- Statewide audience

### Legislative Advocacy

- 250+ HR professionals
- 20+ sponsors
- Statewide audience

### Volunteer Leadership Summit

- Chapter presidents
- Chapter board leaders
- State Council leadership

### Quarterly Leadership Mtgs

- State Council Directors
- Chapter Presidents
- Future HR Leaders

### Advertising Opportunities

- Dedicated Email Campaigns
- Quarterly Snapshot Newsletter
- Website Recognition
- Social Media Promotion



# STRATEGIC PARTNER LEVELS

|                         | Titanium<br>(1)                                                                   | Platinum<br>(1)                         | Gold<br>(3)<br>2 available | Silver<br>(5) | Bronze<br>(10) |
|-------------------------|-----------------------------------------------------------------------------------|-----------------------------------------|----------------------------|---------------|----------------|
| Annual Amount           | \$50,000                                                                          | \$35,000                                | \$20,000                   | \$10,000      | \$5,000        |
| Annual Conference       | Table, Lead Retrieval, Keynote Speaker, Badge & App Sponsor, Pre-Conf Email Blast | Table, Lead Retrieval & Lanyard Sponsor | Table & Lead Retrieval     |               |                |
| Quarterly Council Mtg   | Table & Intro Presentation                                                        | Table                                   | VLS Table Only             |               |                |
| Logo on SHRM CA website | ✓                                                                                 | ✓                                       | ✓                          | ✓             | ✓              |
| Email Blast             | Monthly                                                                           | Quarterly                               | Quarterly                  | 2x year       | 1x year        |
| Quarterly Snapshot      | Paragraph about Company or Industry Insight with Logo                             |                                         |                            |               |                |



# CONFERENCE OPPORTUNITIES

**SHRM California State Conference**  
**April 18-20, 2027**  
**Sheraton Grand, Sacramento**

The SHRM California State Conference brings together HR professionals, chapter leaders, and business partners from across the state for 3 days of professional development, networking, and advocacy-focused programming. New this year, the Student Case Competition will be held in Sacramento the day prior to the conference, and we anticipate this will draw a strong showing of HR students and emerging professionals to join us — enriching the conference with new perspectives alongside its core audience of HR leaders and policymakers.

As the premier statewide gathering for California's HR community, the conference offers sponsors direct, high-visibility access to decision-makers, hiring leaders, and HR practitioners from organizations of every size and industry across the state. It's a unique opportunity to align your brand with the profession's most influential network in California — and to build relationships that extend well beyond the conference itself.

- **\$12,500 Reception Sponsor (1)**
- **\$5,000 Exhibitor (15)**
  - **\$500 Power Exhibitor Booth Add On**
  - **\$500 Lead Retrieval Exhibitor Add On**
- **\$5,000 Bag Sponsor (1)**
- **\$5,000 Awards Luncheon Sponsor (1)**
- **\$5,000 Beverage Bar Sponsor (3)**
- **\$5,000 Photography Sponsor (1)**
- **\$5,000 Snack Break Sponsor (3)**
- **\$500 Table Top Signage (5)**



Questions? Reach out to our VP Sponsorship, Julia Moore.  
[sponsorships@calshrm.org](mailto:sponsorships@calshrm.org)

