

2025



# SHRM California Partner Opportunities

Visibility. Engagement. Impact.



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

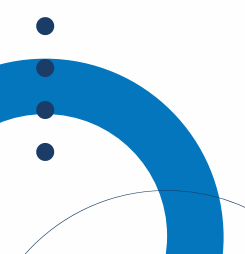
# Welcome & Thank You!

Thank you for your interest in supporting SHRM California! Your partnership plays a crucial role in empowering HR professionals and shaping the future of the industry across the State.

Within this prospectus, you'll find a variety of promotional and sponsorship opportunities to gain visibility, engage, and make a lasting impact. Explore several unique ways you can participate and get involved, including:

- The California Legislative & HR Leadership Summit
- SHRM California Volunteer Leadership Summit (VLS)
- Quarterly Meetings, Educational Programs, Receptions and Student Case Competitions
- Connecting with your local SHRM Chapter

We are happy to answer any and all questions - please reach out to [sponsorships@calshrm.com](mailto:sponsorships@calshrm.com)



Join us to  
**showcase your solutions**  
and  
**make meaningful connections**  
that can  
**drive your business forward.**

# About SHRM California



At SHRM California, we believe that our professional community of more than 27,000 SHRM members and the 200,000 HR practitioners in the state have unique CA-specific challenges and can affect change in California employment by uniting statewide and communicating with One Voice. Representing human resource professionals, the California State Council (SHRM California) is the state affiliate for the Society for Human Resource Management (SHRM). SHRM California is a 100% volunteer entity consisting of 16 SHRM affiliated chapters and one community across the state. Our primary objective is to support the mission and initiatives of SHRM and the California Chapters we support. We coordinate professional development efforts, and serve as the conduit for communication among SHRM and chapters as well as SHRM at-large members.

## Our Mission

To Connect, Support and Serve the People and Workplaces of California through HR Education, Leadership Development and Advocacy.

## Our Vision

To be the trusted voice that elevates ALL things work in California.





## California Legislative & HR Leadership Summit

**April 23 - 25, 2025**  
**Sacramento, CA**  
Sheraton Grand

For over 10 years, HR professionals from across California have gathered at our conference to learn and discuss critical employment and business issues. Our event brings acclaimed employment law attorneys, national speakers, and SHRM experts to the podium to deliver powerful and impactful presentations on ever-changing employment laws and legislative issues, and how they impact the role of HR practitioners and business leaders. This year we are excited to collaborate with Sacramento Area Human Resource Association (SAHRA) to provide attendees with an enhanced conference experience with even more opportunities to learn, connect and innovate!

This unique conference also offers attendees the opportunity to visit the State Capitol and meet with legislators to discuss and bring enlightenment on employment issues impacting employees and employers in California. Held at the Sheraton Grand Sacramento, conveniently located off Interstate 5 in downtown Sacramento and just steps from the Capitol, the conference is easily accessible for all participants.

With a target attendance of over 300 HR professionals, your sponsorship of this conference will not only help build your brand but also provides a unique environment for your company to expand its influence and business opportunities. Our “Sponsor Passport” program is designed to drive attendees to your space throughout the conference, with participants eligible for a grand prize drawing event upon completion. Additionally, sponsors have the option of conducting their own drawings at the end of the conference.

As an Exhibitor, you can expect:

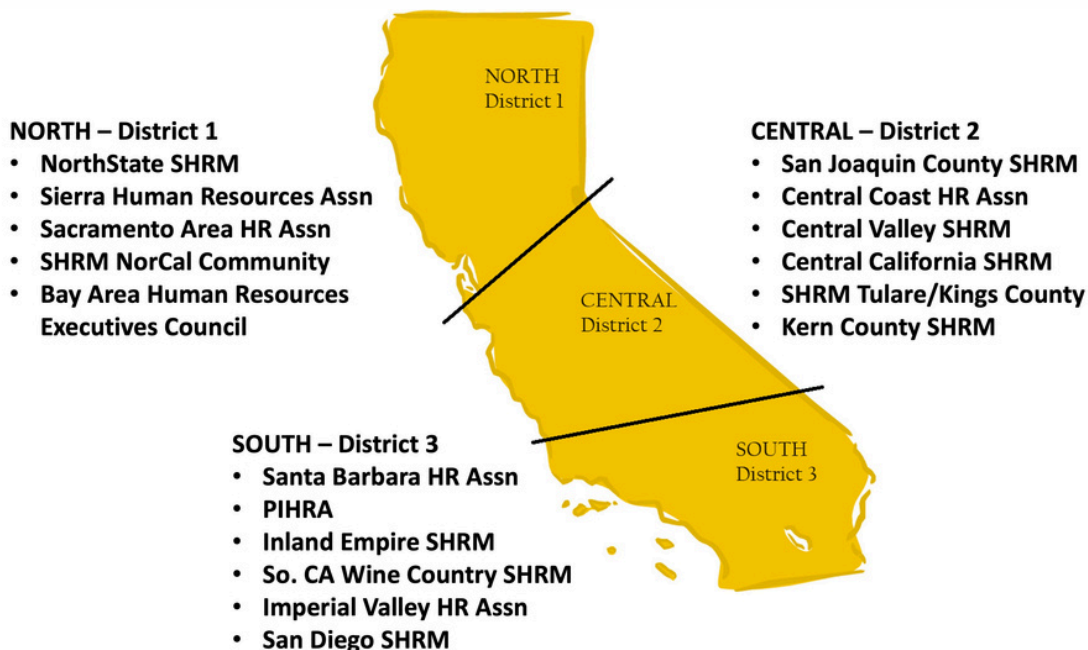
- **Direct Access:** Engage directly with decision-makers and influencers in the HR field.
- **Brand Exposure:** Increased visibility through various sponsorship opportunities and our conference marketing materials.
- **Networking Opportunities:** Build relationships with HR professionals and other vendors during dedicated networking sessions.
- **Customized Engagement:** Opportunities to present your products and services through demonstrations, workshops, or speaking slots (if available).
- **Lead Generation:** Collect valuable leads and insights from a highly targeted audience.



# Who Will Be at the April Conference?



You'll find a wide range of emerging and seasoned HR professionals who advocate and influence key HR decisions made at their organizations, impacting everything from HRIS systems, benefit strategies, succession planning, culture building, talent acquisition and long term people initiatives, just to name a few! Our attendees come from all over California, representing 16 chapters statewide (+ the SHRM NorCal Community):

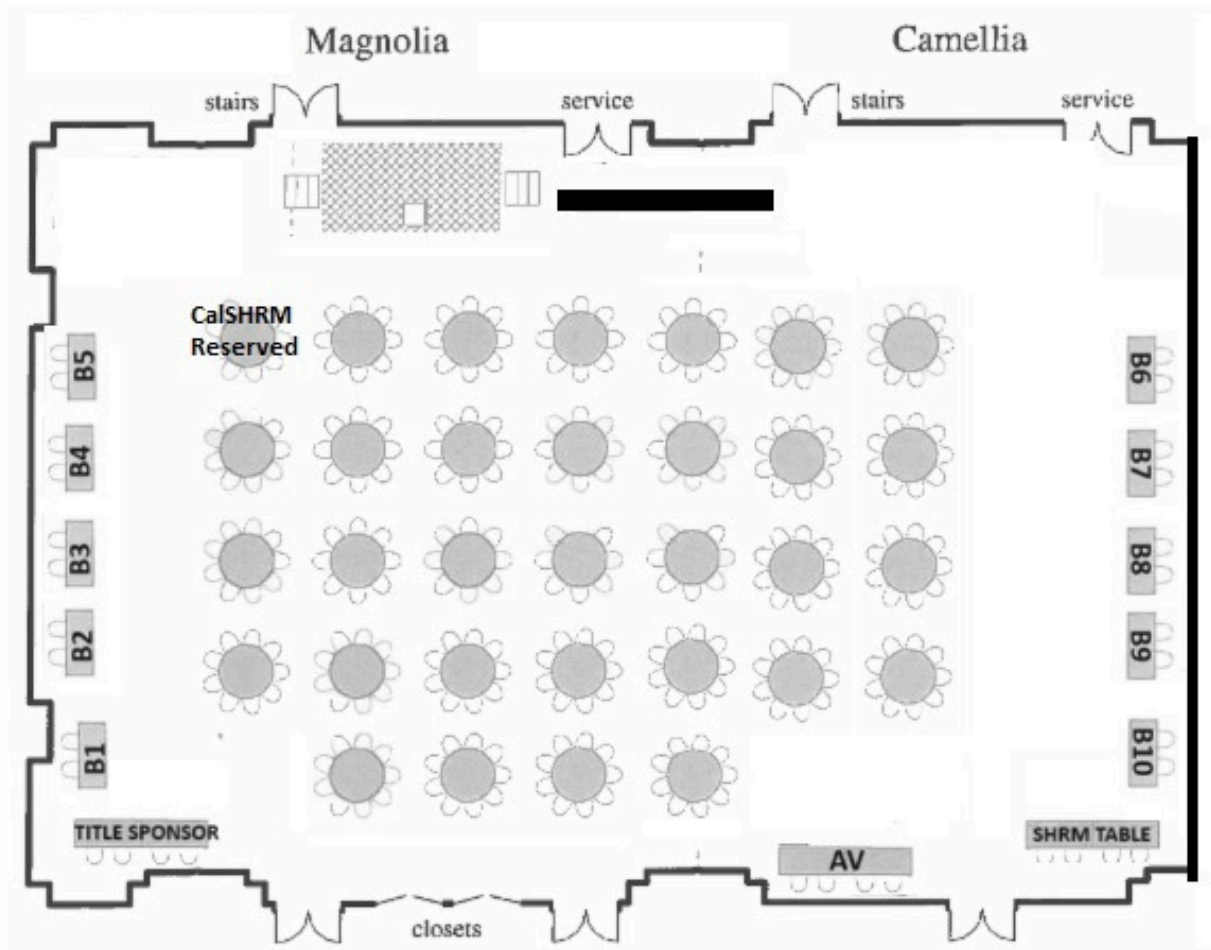


## Meet Face-to-Face with HR Decision Makers and...

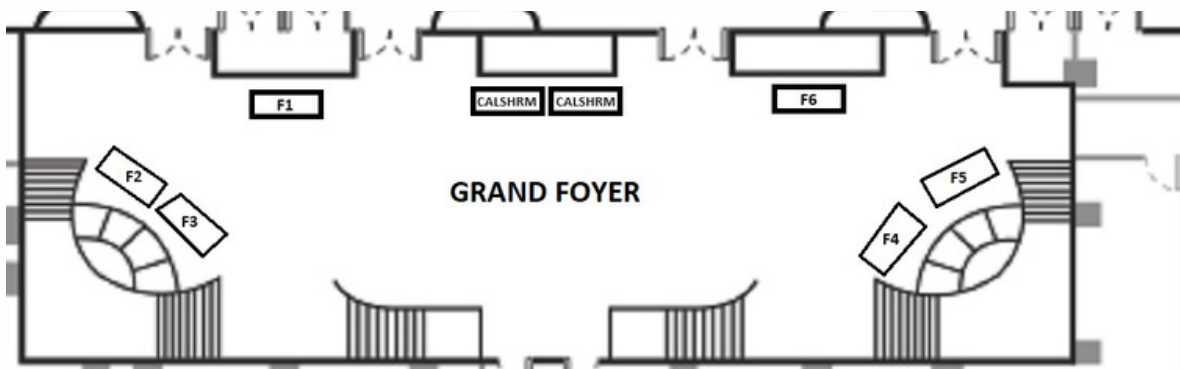
- Launch New Products and Services
- Collect High-Quality Sales Leads
- Build Brand Awareness
- Cultivate Personalized Customer Relationships

# Sponsorship Floor Plans

## BALLROOM



## FOYER



Room seating floor plans may vary based on number of attendees.  
All Partner and Sponsor floor assignments are based on a "First Paid, First Assigned" basis.

## California Legislative & HR Leadership Summit

# EXCLUSIVE Sponsorship Level



# TITLE SPONSOR

**ONE  
AVAILABLE**

**\$95,000**

Seize this unique opportunity to be the Title Sponsor of the California Legislative & HR Leadership Summit! Your brand will take center stage, with your logo prominently featured across all event materials and communications.

Check out everything this exclusive level has to offer THE top sponsor!

- California Legislative & HR Leadership Summit
  - Logo on CA Conference Name Badge
  - Kickoff Conference w/ SHRM California State Director, Chris Rodman
  - Signage Over Main Entrance
  - Logo on ALL SHRM California Collateral
    - Including Quarterly Meetings
  - Logo on ALL SHRM California Email and Social Media Communications
  - Reception Sponsor
  - 5 Guaranteed Presenter Slots
  - 1 Gold Level Package
  - 1 Bronze Level Package
  - Conference Attendee List
- CA Reception at **National SHRM** Conference
- 2 Guaranteed Presenter Slots for **VLS**
- 2 Attendees to **VLS** Mixer



# California Legislative & HR Leadership Summit

## Other Sponsorship Levels



### BRONZE

5 Available  
**\$4,000**

Foyer Table

Pick One:

- Day 1 Lunch
- Day 2 Lunch
- Day 2 Breakfast
- Day 3 Breakfast
- Day 1 Refreshments
- Day 2 Refreshments

1 Table Attendee



### SILVER

3 Available  
**\$6,000**

Ballroom Table

Pick One Branded Item:

- Lanyard
- Attendees Bags
- Photo Booth

2 Table Attendees



### GOLD

4 Available  
**\$7,500**

Ballroom Table

Pick One:

- Signage Inside Breakout Room (2 available)
- Signage Outside Breakout Room w/ Info on a Table (2 available)

2 Minute Pitch per Session

3 Table Attendees

## Marquee Swag Sponsor

1 Available - **\$7,500**

Your logo will be prominently featured on a highly anticipated and coveted item that attendees will not only appreciate but also use repeatedly, ensuring lasting visibility for your brand.

## Exhibitor Table Only

### Ballroom

10 Available - **\$4,000**

- 2 Table Attendees
- Access to Main Ballroom programming throughout the Conference

### Foyer

6 Available - **\$2,500**

- 1 Table Attendee

**Conference Attendee US Postal Mailing List**  
(Available as an Add-On for Sponsors & Exhibitors) - **\$395**

# California Legislative & HR Leadership Summit

## Refund Policy

To help ensure physical and financial safety for your organization, we have put a generous cancellation policy in place for the 2025 California Legislative & HR Leadership Summit:

- Cancel on or prior to February 14, 2025 - 50% Refund
- Cancel between February 15 and March 14, 2025 - 25% Refund

If at any time SHRM California, the State of California, or the venue determines that the event will not be held due to health concerns related to COVID-19 or other unforeseen pandemics or disasters, you will be entitled to a 90% refund.

## Helpful Information

### SETUP & TEAR DOWN DAYS/TIMES

Sponsors must check-in at the Conference Registration Desk, street level, prior to set-up. Ample time will be provided before and after the event for Sponsors/Exhibitors to setup and tear down. Specific access and scheduling details will be provided closer to the event. Sponsors and Exhibitors MUST wear conference name badges to have access into the ballroom. The booth remains in place throughout the entire conference in the same location and tear down MAY NOT begin until the conclusion of the Conference at 12:45 on Friday, 4/25/25.

### ELECTRICITY & INTERNET

Sponsors wishing to have electricity will order it on their sponsorship agreement. Any need for electrical must be ordered with SHRM California immediately to ensure availability. SHRM California has secured a wireless access for our attendees and all sponsors/exhibitors may also use this access.

### FOOD & BEVERAGE

Sponsors are included in all scheduled food and beverage services for the conference, including the Wednesday and Thursday night Reception. The number of Sponsor representatives is dependent on the Sponsorship Level and all sponsor representatives must be registered. Sponsors wishing to have additional representatives at the conference beyond those allowed in their sponsorship level, may register them for an additional \$395 per person.

### TABLE & BOOTH SPACE

All Foyer Exhibitors are provided one 6 foot table and 1 full conference badge and 1 chair.

Ballroom Sponsors are provided one 6 foot table and 2 full conference badges and 2 chairs.

The tables will be draped by the Sheraton Grand, but you are welcome to replace this with your personalized items as needed. There is no charge for the tables, draping and chairs.

There is space for an 8' wide retractable backdrop behind the table and/or a 3' wide retractable banner to the side of the table.

### SHIPPING

Information on how to ship materials to the hotel will be provided closer to the event.

# Thank you to our 2024 California State HR Advocacy & Legislative Conference Sponsors:







## SHRM California Volunteer Leadership Summit (VLS)

**January 17-18, 2025  
San Diego, CA**

Designed as the “must attend” conference for our 100+ California State chapter leaders, the CalSHRM Volunteer Leadership Summit is a one and one-half day event that gathers SHRM Chapter Presidents and their board members for orientation, professional development, networking, and in-depth training on how to efficiently and successfully operate non-profit chapters. Attendees are leaders who represent more than 19,000 Human Resources chapter members ranging from Redding to San Diego. Most attendees are recognized as local, state and often national influencers in the field of Human Resources, Benefits, Employment Law, Compensation, Talent, Consulting, HR Analytics and Organizational Development.

## Exclusive Platinum Sponsorship

**5 Available - \$5,000**

**We offer our sponsors an exclusive venue in which to connect with state HR leaders who manage chapters and work in “all communities” across the state.**

**By limiting our partnerships to just five sponsors, you are guaranteed the opportunity to make a meaningful connection.**

- 10-minute presentation to the group during the conference
- Name of Company listed as Platinum Sponsor on Summit Brochure
- Invitation for 2 people to Friday Networking Reception with all attendees
- Table and company display opportunity at the conference
- 1 sponsorship item to be placed in Participant Materials

### **VLS Cancellation/Refund Policy**

- Sponsors who find it necessary to cancel and who request a full refund, must do so, in writing, prior to December 1, 2024. Failure to cancel in writing by December 1, 2024 will result in a pro-rata deduction from any refund issued of 25% per calendar week past December 1, 2024.
- No Refunds will be issued to any sponsor/ exhibitor on or after December 31, 2024.



# More Promotional Opportunities



## Quarterly Meetings

In addition to VLS in January, there are three additional quarterly opportunities for you to present at our leadership meetings hosted in Sacramento (April), San Mateo/San Francisco (July), and Orange County/Los Angeles (October). You'll have 20 minutes to engage with the SHRM California Council and leadership from 16 local chapters across California!

4 Opportunities in each city:

- Venue Sponsor – you have space to host us!
- Lunch Sponsor – \$1,500 (2 available)
- Breakfast Sponsor – \$1,500 (2 available)
- Dinner Sponsor – \$1,500 (1 available)



## Educational Programs

Support ongoing education by providing a venue and/or sponsoring meals for in-person sessions! What you get – your logo on education communication leading up to the session and collateral to be handed to the attendees. For Virtual Sessions, in addition to your logo included on communication, attendees will also see your pre-recorded 60-second spot aired throughout the session itself!

- Venue Sponsor – you have space to host us!
- Breakfast and/or Lunch Sponsor – \$1,500 (per meal; the number available per session varies by program)
- Virtual Session Sponsor - \$1,500



## Reception Sponsors

California Legislative & HR Leadership Summit (2 receptions)

- \$5,000 each (2 available per reception)

National SHRM Conference

- \$7,500 (6 available)

## INVEST IN THE FUTURE OF HR!

Make an investment in our future talent by sponsoring our 2025 Student Case Competition. Please feel free to email [collegerelations@calshrm.com](mailto:collegerelations@calshrm.com) for details.

Opening Session Sponsor - \$1,500

Future Talent Guest Speaker Sponsor-\$1,000

Reach for the Stars Event Sponsor-\$750

SHRM California Award Plaque Sponsor: \$500

Uncharted Space Networking Sponsor-\$300



# Thank You!

We appreciate your time in reviewing the opportunities outlined in this prospectus. Your support helps drive our mission to advance the HR profession across California.

If you have any questions, or if you have a unique partnership or sponsorship idea you'd like to explore, we would love to connect with you! **Please feel free to reach out to us at [sponsorships@calshrm.com](mailto:sponsorships@calshrm.com).**

Thank you for considering a partnership with SHRM California. We look forward to working together to make a meaningful impact!

## Connect Locally

Join your local SHRM to build on conference connections!

- [Bay Area Human Resource Executives Council](#)
- [Central California SHRM](#)
- [Central Coast Human Resource Association](#)
- [Central Valley SHRM](#)
- [Imperial Valley Human Resources Association](#)
- [Inland Empire SHRM](#)
- [Kern County SHRM](#)
- [NorthState SHRM](#)
- [PIHRA](#)
- [Sacramento Area Human Resource Association](#)
- [San Diego SHRM](#)
- [San Joaquin Society for Human Resource Management](#)
- [Santa Barbara Human Resources Association](#)
- [SHRM Northern California Community](#)
- [SHRM SoCal Wine Country](#)
- [SHRM Tulare/Kings County](#)
- [Sierra Human Resources Association](#)