



## 2026 SHRM California Student Case Competition Sponsorship Levels

*Coast to Career: Launching the Next Generation of HR Leaders*

Make an investment in future HR talent by sponsoring the **2026 SHRM California Student Case Competition**. This event provides a high-impact platform to promote your company's brand while supporting students as they transition from education to career.

Sponsorship opportunities include: **Lighthouse Sponsor**, **Anchor Sponsor**, **Horizon Sponsor**, **SHRM CA Award Sponsor**, and **Shoreline Sponsor**.

If higher education and HR professionals are your target audience, this is the ideal opportunity to build new connections and strengthen existing relationships.

**Interested?** Please email [collegerelations@calshrm.com](mailto:collegerelations@calshrm.com) for more information.

### Lighthouse Sponsor – \$2,000

*Premier sponsorship level*

Your sponsorship plays a leading role in guiding and launching the next generation of HR professionals.

- Personal introduction and recognition during the event of your organization as an event sponsor
- 2–3 minute promotional video (provided by sponsor) promoted on the SHRM California website and in one email mailing
- Logo featured on sponsorship slides during the conference
- Dedicated social media promotion
- Exhibitor table at the event
- Promotional banner placement
- Listed as a sponsor within the event platform
- Opportunity to speak to students at a general student monthly meeting
- Opportunity to donate a prize
- Post-conference recognition via social media

### Anchor Sponsor – \$1,500

*High-visibility supporting sponsor*

Your sponsorship supports SHRM CA's mission to develop future HR leaders through hands-on competition and professional exposure.

- Personal introduction and recognition of your organization as an event sponsor
- Logo featured on sponsorship slides during the conference
- Promotional banner placement

- Social media promotion
- Listed as sponsor within the event platform
- Opportunity to speak to students at a general student monthly meeting
- Opportunity to donate a prize
- Post-conference recognition via social media

## **Horizon Sponsor – \$1,000**

*Emerging supporter of future talent*

Your sponsorship contributes to the success of the competition and helps expand career exposure for participating students.

- Personal introduction and recognition
- Logo featured on sponsorship slides during the conference
- Promotional banner placement
- Social media promotion
- Listed as sponsor within the event platform
- Opportunity to speak to students at a general student monthly meeting
- Post-conference recognition via social media

## **CalSHRM Award Sponsor – \$750**

*Recognition-focused sponsorship*

Your contribution supports SHRM CA in providing multiple student awards throughout the competition.

- Personal introduction and recognition
- Logo featured on sponsorship slides during the conference
- Social media recognition

## **Shoreline Sponsor – \$500**

*Community-level support*

Your contribution assists SHRM CA with providing refreshments during the opening night of the competition.

- Personal introduction and recognition
- Social media recognition
- Opportunity to donate a prize