



2026 SHRM California
Student Case Competition Sponsorship Levels
Coast to Career: Launching the Next Generation of HR Leaders
April 17th and 18th at San Diego State University

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 approximately 120 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.org 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
- Logo displayed on official sponsor recognition signage at the event
- 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
- Opportunity to donate a prize

- Logo featured on sponsorship slides during the conference
- Logo displayed on official sponsor recognition signage at the event
- 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

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.

- Recognition of your organization as an event sponsor
- Logo featured on sponsorship slides during the conference
- Logo displayed on official sponsor recognition signage at the event
- 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.

- Recognition of your organization as an event sponsor
- 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.

- Recognition of your organization as an event sponsor
- Social media recognition
- Opportunity to donate a prize