



Advocate Advance Ascend
2026

SHRM® California

CA Legislative & HR Leadership Summit
April 15 - 17

SPONSORSHIP OPPORTUNITIES



APRIL 15-17**SHERATON GRAND, SACRAMENTO**

About the Event:

The California Legislative & HR Leadership Summit is the state's premier public policy and leadership gathering for HR professionals and workplace advocates. Over three days, attendees gain cutting-edge legislative insights, engage in forward-thinking leadership discussions, and connect with peers who share a passion for shaping the future of work in California.

As a sponsor, you'll position your brand at the intersection of strategy and advocacy, gaining unparalleled visibility and influence among HR decision-makers from across the state.

Audience Snapshot:

Attendees represent a cross-section of the HR profession and business leadership, including:

Corporate • Nonprofit • Education • Healthcare • Government
Technology • Manufacturing • Professional Services



¹⁷
(20 available) In Room Booth
\$5,000

- 2 Booth Attendee Registrations
- 1 Booth, 2 Chairs

(10 available) Upstairs Booth
\$2,500

- 1 Booth Attendee Registration
- 1 Booth, 1 Chair

(2 available) Reception
\$10,000

April 15 - Location TBD

Event App - \$7,500

- Company logo prominently featured on the mobile event app
- 2 min podium time
- Attendee Email List

WiFi Sponsor
\$7,500

Conference Bag
\$5,000

SOLD

Badge Sponsor
\$5,000

SOLD

Bingo Card
\$2,500

Upstairs SHRM Bookstore
\$5,000

- Company logo or name prominently featured on signage throughout the SHRM Bookstore
- Attendee email list

Upstairs Re-Charge Lounge
\$4,500

Company logo and name will be featured on signage throughout the conference

Professional Headshot Booth
\$4,500

Conference Attendee Lanyard
\$3,000

SOLD

Legislative Field Trip Lanyard
\$2,000

SOLD

Those visiting the Capitol will bear a different colored/branded lanyard and your company name or logo will be printed on the lanyards

Meals & Beverages

Company logo on station signage for:

Day 2 Buffet Lunch
\$5,000

Day 1 Grab-and-Go Lunch
\$4,000

(2 available) Breakfast
\$3,000

(2 available) Coffee/Beverage
\$1,500

(10 available) Tabletop Signage
\$500

Company logo on all attendee tabletop signage in the Grand Ballroom

(12 available) Email Blast
500

Pre-conference email blast to registered attendees

ADD ONS *

(only available as add-ons for In Room and Upstairs Booth Sponsors)

***Booth Electricity - \$500**

***Extra Booth Attendees - \$500 each**
(not to exceed a total of 4 booth attendees)

***Attendee Email List - \$500**

Train the Trainer Sponsorship Opportunity - \$10,000

Position your firm as a trusted authority in workplace compliance and leadership by hosting a pre-conference **Train the Trainer** program (4 hours). This exclusive program is delivered to up to 50 HR professionals from across California—going beyond the law. It equips attendees with practical tools to deliver effective, legally compliant training within their own organizations, multiplying your firm's reach and impact long after the conference ends. Sponsors may select a focus area that aligns with their expertise, such as Harassment Prevention, Workplace Investigations, Leave Administration, or other timely HR compliance topics.

SOLD

As the sponsoring firm, you'll be front and center with a highly targeted audience of decision-makers and influencers who are actively seeking resources to strengthen compliance and workplace culture. This is a chance to showcase your expertise, build credibility, and form relationships with HR professionals who may potentially become long-term clients. Also included is an **In-Room Booth** (with 2 registered attendees), giving you the opportunity to engage with the full conference audience.

The ROI for Your Firm:

- Direct access to up to 50 HR leaders in a highly focused, in-person setting.
- Positioning as the “go-to” expert in your chosen HR compliance or leadership topic.
- Extended brand visibility through program materials, signage, and promotion as a featured pre-conference offering.
- Dedicated networking during the breakfast session for participants—giving you meaningful time to connect one-on-one.
- Broader engagement and extended attendee reach with your In-Room Booth.
- Long-tail value: participants carry your expertise, insights, and training guidance back into their organizations, extending your firm's visibility and credibility statewide.

This is more than a sponsorship—it's a unique platform to demonstrate leadership in employment law while opening the door to lasting client relationships.

