



California

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 (1)	Platinum (1)	Gold (3)	Silver (5)	Bronze (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				

