

# 2020 Sponsorship Prospectus



# About our SHRM Chapter

The San Joaquin Society for Human Resource Management (SJSHRM) is committed to advancing the development of the human resources profession and serving the human resource professional in our community.

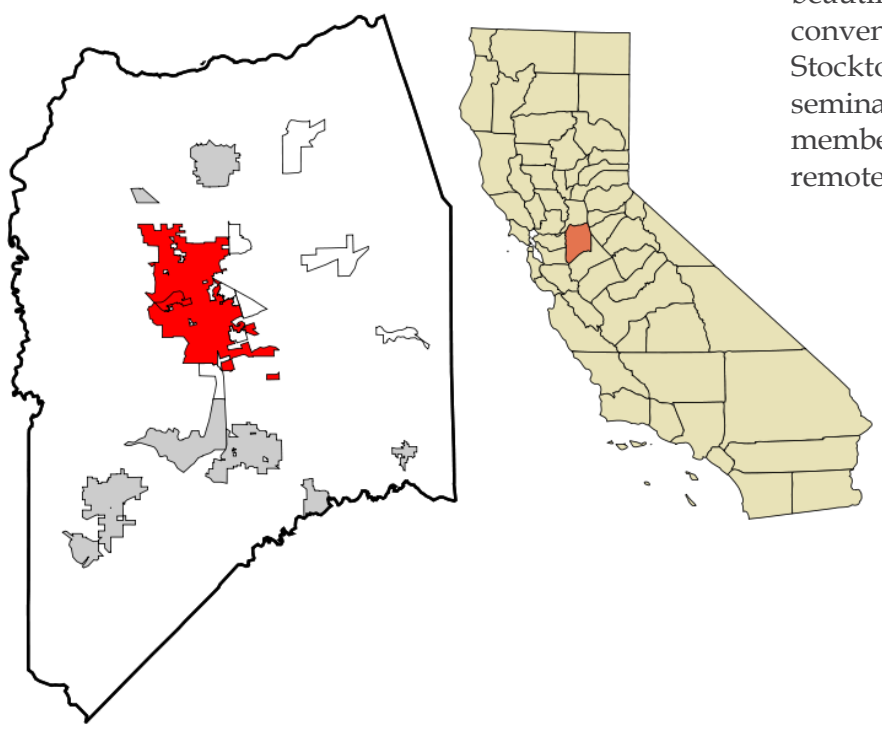
We believe in creating a professional, dedicated, caring, and service-oriented culture through values that support our community.

For 47 years, human resource professionals from across our region have gathered to learn and to discuss critical issues of concern for California employment and business. In these challenging times of legislative volatility in California, SJSHRM is dedicated to bringing our region's business and HR professionals the most comprehensive and current content available from expert sources.

Our events, web services, and education offerings bring acclaimed employment law attorneys, national speakers and SHRM experts to the podium delivering powerful and impactful presentations on ever changing employment laws and legislative issues, as well as the role of HR practitioners and business leaders in these unique times.

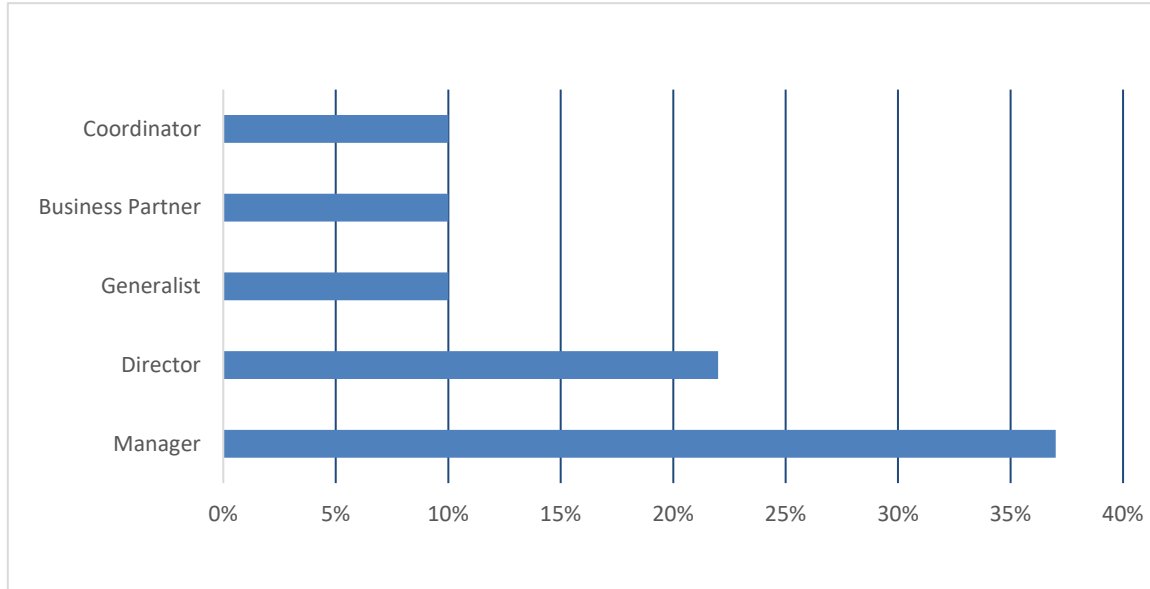
Our educational seminars, webinars and workshops focus on human resource competencies and management issues critical to business success.

Our association meetings are held at the beautiful Brookside Country Club conveniently located off Interstate 5 in Stockton, and we offer virtual education, seminars, and certification courses for those members and business professionals in more remote areas of our region



# Who are SJ SHRM Members?

60% of San Joaquin SHRM members are managers or directors – the decision makers and influencers for their organization.



## Meet With HR Decision Makers

San Joaquin SHRM Sponsorship opportunities provide a powerful, cost effective way in which to enrich your company's brand within the greater San Joaquin County area and connect with key decision makers in local businesses throughout the area. Your sponsorship of SJ SHRM events will help your brand, your company expand its influence and business opportunities. Most events have one sponsor for exclusive one-to-one engagement with attendees, including podium time to present your product or services.

## How Sponsoring Works for You

- Get in front of your target market
- Create brand awareness & exposure
- Increase your reach to new businesses
- Cultivate customer relationships
- Greater ROI than other advertising methods

# Sponsorship Opportunities

Online Sponsorship Purchase is available. Contact [marketing@sjshrm.com](mailto:marketing@sjshrm.com) to learn more.  
For questions or immediate assistance e-mail [marketing@sjshrm.com](mailto:marketing@sjshrm.com)

## WEBINAR SPONSOR

(4 available)

### \$200

- Exclusive opportunity to present to the audience for 5 minutes prior to the speaker's presentation.
- Sponsor name & logo included in all pre-meeting e-blasts
- Recognition on social media event marketing (LinkedIn, Facebook, Instagram, & Twitter)
- Sponsor logo displayed on event website as Exclusive Sponsor
- Sponsor logo included in SJSHRM event calendar leading up to the event
- Exclusive acknowledgment on webinar "Welcome" page as sponsor including name and logo.

## MONTHLY LUNCHEON SPONSOR

(5 available)

### \$350

- Exclusive opportunity to present to the audience for 10 minutes prior to the speaker's presentation.
- Exhibitor table space located next to SJSHRM registration
- Sponsor name with logo (8.5 x 11) on registration table
- Sponsor name & logo included in all pre-meeting e-blasts
- Recognition on social media event marketing (LinkedIn, Facebook, Instagram, & Twitter)
- Sponsor logo displayed on event website as Exclusive Sponsor
- Sponsor logo included in SJSHRM event calendar leading up to the event
- Place promotional or company fliers on tables
- Business cards from attendees
- 2 Full-meeting registrations including luncheon