

# 2021 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.

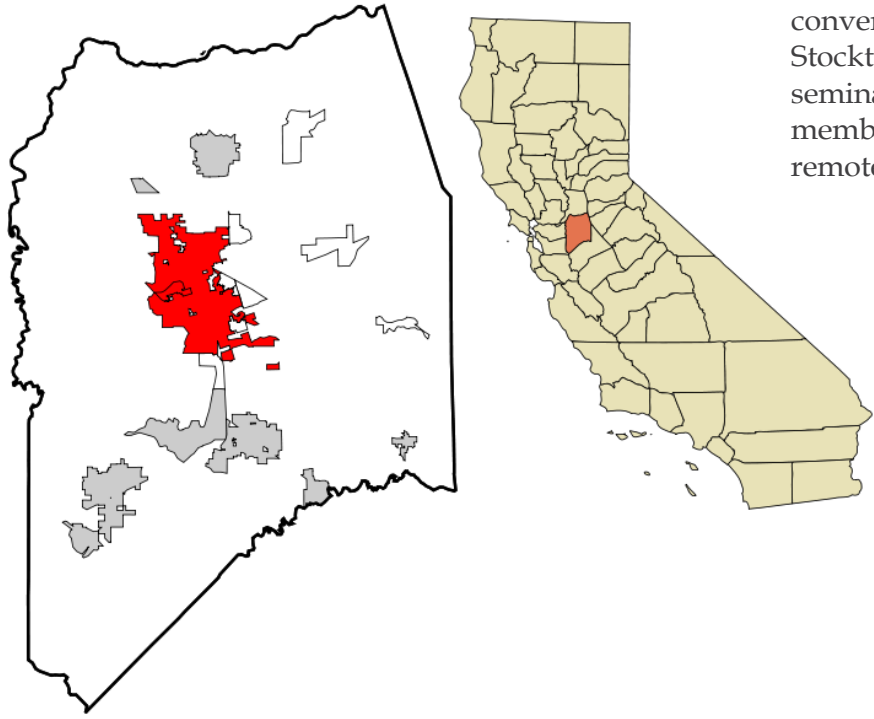
We believe in creating a professional, dedicated, caring, and service-oriented culture through values that support our community.

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.

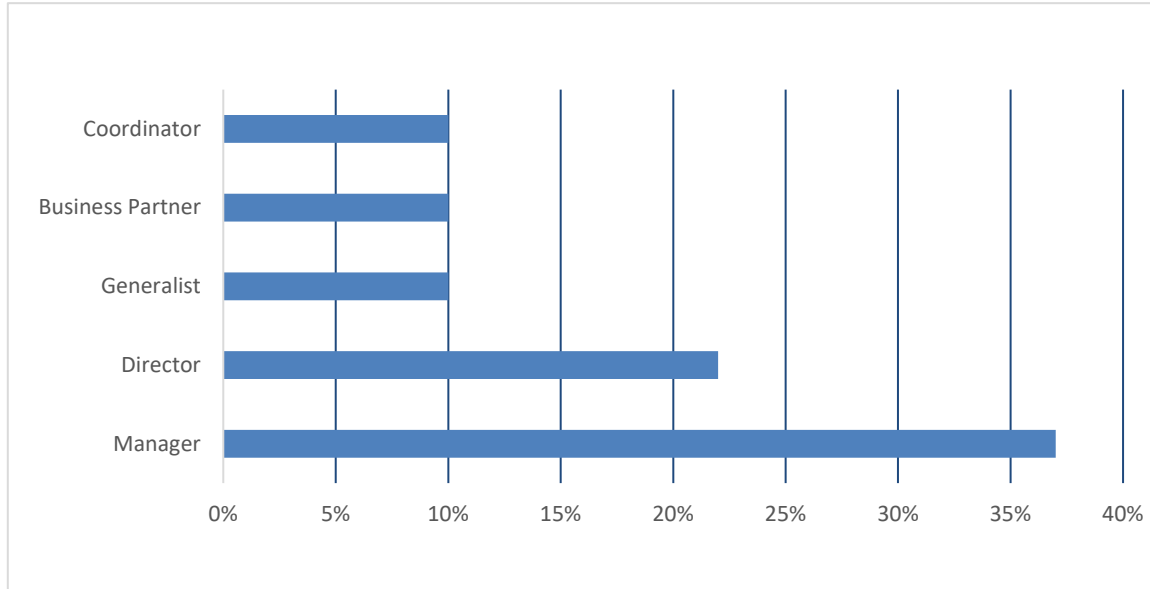
Our educational seminars, webinars and workshops focus on human resource competencies and management issues critical to business success.

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

# Marketing 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)

## Social Media Blast

**\$50**

- 1 Social Media Blast
- Sent by email, Facebook, & LinkedIn
- Sent to 1500+ contacts in our database
- Scheduled for Wednesdays or Fridays
- Single subject content sent on behalf of San Joaquin SHRM
- Sponsor will need to provide artwork/text for email
- Can include images and clickable link

## WEBINAR SPONSOR

**\$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

**\$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

## QUARTERLY MIXER SPONSOR

**\$750**

- Exclusive opportunity to present to the audience for 10 minutes during the mixer
- Exhibitor table space located next to SJSHRM registration
- Sponsor name with logo (8.5 x 11) on registration table
- Sponsor logo on front cover of onsite agenda
- Sponsor logo displayed on event website as Exclusive Sponsor
- Sponsor logo included in SJSHRM event calendar leading up to the event
- Sponsor name & logo included in all pre-meeting email blasts
- Recognition on social media event marketing (LinkedIn, Facebook, Instagram, & Twitter)
- Business cards from attendees
- 5 attendees from sponsors company included
- (Pricing negotiable dependent on number of RSVP's & location)

# Sponsorship Agreement



**To Sponsor:** Mail Agreement with payment to SJSHRM, 2972 W Swain Rd., PMB 115, Stockton, CA 95219.

For questions or immediate assistance e-mail us at [marketing@sjshrm.com](mailto:marketing@sjshrm.com).

**This AGREEMENT is between the San Joaquin Society for Human Resource Management (SJSHRM), a non-profit organization in California and \_\_\_\_\_ (“Sponsor”).**

## SPONSOR/DONOR INFORMATION

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Please email company logo to [info@sjshrm.com](mailto:info@sjshrm.com) (send in high resolution format. We will not display one until this is received.)

### SPONSORSHIP SELECTION PAYABLE TO SJSHRM

Our company has selected a sponsorship at the following level(s):

- WEBINAR SPONSOR - \$200 EACH
- LUNCHEON SPONSOR - \$350 EACH
- MIXER SPONSOR - \$750 EACH
- WEBSITE SPONSOR - \$1200 EACH

### DONATION SELECTION

#### COMMUNITY FOUNDATION OF SAN JOAQUIN DONATION:

- MINIMUM DONATION - \$100
- OTHER DONATION GREATER THAN \$100 FOR: \$ \_\_\_\_\_

Month(s) of Sponsorship Determined by Availability: \_\_\_\_\_

FOR TAX DEDUCTIBLE DONATIONS, MAKE CHECKS PAYABLE TO THE FOUNDATION

## PAYMENT INFORMATION

- By Credit Card – Please use attached Credit Card Authorization Form
- By Check – Enclosed is our completed Agreement and a company check in the amount of \$ \_\_\_\_\_

WITHOUT SIGNATURES BELOW, ANY/ALL TERMS AND CONDITIONS WITHIN THIS AGREEMENT ARE AGREED TO AND ACCEPTED.

### FOR SPONSOR/DONATOR

Company \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

*We, the above signed Company, having read all Terms and Conditions below hereof, hereby agree to all stated terms and conditions of this agreement.*

### FOR SJSHRM

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

### SUBMIT AGREEMENTS & CHECK PAYMENTS TO:

SJSHRM  
2972 W Swain Rd., PMB 115  
Stockton, CA 95219

#### FOR SJSHRM USE ONLY

DATE REC'D: \_\_\_\_\_

CHECK NUMBER \_\_\_\_\_

CHECK AMOUNT \_\_\_\_\_

SPONSOR       DONOR

# Sponsorship Credit Card Authorization



## SPONSORSHIP/DONATION INFORMATION:

Sponsorship Type: \_\_\_\_\_

Date(s) of Sponsorship: \_\_\_\_\_

Cost of Sponsorship: \_\_\_\_\_

## CREDIT CARD HOLDER INFORMATION:

Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_  
(Street Number and Name) (Apt # or Suite #)

\_\_\_\_\_  
(City) (State) (Zip Code)

Billing Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

---

## CREDIT CARD INFORMATION AND AUTHORIZATION:

Card Number: \_\_\_\_\_

Dollar Amount: \_\_\_\_\_

Type: Amex \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ Discover \_\_\_\_\_ Debit \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

Zip Code \_\_\_\_\_

I \_\_\_\_\_ authorize San Joaquin Society of Human Resource Management to charge my credit card for the above listed sponsorship.

## RECITALS FOR SPONSORS

Sponsor has the desire to cross-promote and advertise a variety of their marketing and advertising products and services with the San Joaquin Society for Human Resource Management.

### 1. IDENTIFICATION/SELECTION OF SPONSORSHIP LEVEL

- a) Sponsor must check, or highlight in bold the sponsorship level of their choice on page one of this Contract.

### 2. SPONSORSHIP FEE PAYMENT

- a) Full Sponsorship Fee payment is due with the completed Sponsorship Agreement.
- b) Sponsors must pay for sponsorships by Company check or money order.
- c) Sponsors selecting payment by check, MUST mail their Check and completed agreement to SJSHRM on or before the stated due date to receive full Sponsorship benefits.
- d) All sponsor benefit terms and conditions outlined cannot be honored if Sponsor Agreement and payment are not received by SJSHRM by the required due dates.
- e) In the event that a Sponsor fails to make payment to SJSHRM, SJSHRM has the right to terminate the Agreement and bring legal action.

### 3. INDEMNIFICATION FOR LIABILITY

- a) Sponsor is solely responsible for any legal liability arising out of or relating to the Sponsorship.
- b) Sponsor agrees to indemnify SJSHRM and to hold SJSHRM harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses that may be incurred by SJSHRM, arising out of or related to Sponsor's breach of any of the foregoing representations and warranties.

### 4. RIGHT TO REFUSE SPONSORS

- a) SJSHRM reserves the right to refuse any/all Sponsor advertisement or continued Sponsorship activity that does not completely conform to every detail, instruction, method, and guideline set forth in this agreement.
- b) SJSHRM reserves the right to refuse any sponsorship application from an organization whose core business functions directly compete with the business functions of SJSHRM or SHRM.
- c) Sponsors are subject to and must abide by all applicable state and federal laws.
- d) Sponsors ("Sponsorship Activities") are governed by SJSHRM and the venue and are subject to change without notice.
- e) In addition, SJSHRM may in its complete discretion refuse the use of any Sponsor or Sponsorship Activities that it deems inappropriate.

### 5. SPONSOR GRAPHICS AND URLS

- a) SJSHRM only accepts a Sponsor's company logo with a URL link to the company's homepage.
- b) Logos for special events, dated educational programs, competing membership associations or services in conflict with any current SJSHRM agreements or SJSHRM affiliates are not accepted.
- c) All URLs will be verified and SJSHRM reserves the right to reject any logo or URL not in keeping with its standards.
- d) SJSHRM's liability for any graphic or URL error will not exceed the costs of the space for which the error occurred.
- e) Logo files may not exceed 1000 Pixels X 1000 Pixels.
- f) Logo files are required to be provided in JPEG or PNG digital format and cannot be provided embedded in MS Word Documents or other files.
- g) Logo Files may be emailed to [Marketing@sjshrm.com](mailto:Marketing@sjshrm.com) or sent on CD/USB Drive to: SJSHRM, 2972 W Swain Rd., PMB 115, Stockton, CA 95219.

### 6. SPONSOR TABLE LOCATION

- a) Table "location" for Sponsors who may exhibit will be predetermined by the date payment is received and assigned by SJSHRM.
- b) Sponsorships are secured and reserved in order, by receipt of the completed Sponsor Agreement, payment of sponsor fees, and receipt of any graphics included in benefits as stated.
- c) Electrical access for exhibitor and sponsor booths are EXTRA and must be arranged with the venue directly.

### 7. ADDITIONAL ITEMS

- a) The cost for any additional sponsor personnel to attend events is equal to the lowest price offered to SJSHRM members, per person. This fee includes any food & beverage service for face-2-face events.
- b) Attendee lists will include only those individuals who have opted into sharing and providing their contact information.

### 8. SPONSOR CANCELLATION POLICY

- a) Sponsors who find it necessary to cancel and who request a full refund, must do so, in writing, prior to December 1, 2021. Failure to cancel in writing by December 1, 2019 will result in a pro-rata deduction from any refund issued of 25% per calendar week past December 1, 2021.
- b) No Refunds will be issued to any sponsor/exhibitor on or after December 29, 2021.

### 9. GENERAL PROVISIONS

- a) Entire Agreement - This Agreement contains the entire agreement between the parties relating to the subject matter hereof and supersedes any and all prior agreements or understandings, written or oral, between the parties related to the subject matter hereof. No modification of this Agreement shall be valid unless made in writing and signed by both parties hereto.
- b) Governing Law - This Agreement shall be governed by, and construed, in accordance with the laws of the State of California. Exclusive jurisdiction and venue shall be in San Joaquin County.
- c) Binding Effect - This Agreement shall be binding upon and inure to the benefit of both parties and their respective successors and assigns.
- d) Waiver - The waiver by either party of any breach or failure to enforce any of the terms and conditions of this Agreement at any time shall not in any way affect, limit, or waive such party's right thereafter to enforce and compel strict compliance with every term and condition of this Agreement.
- e) Good Faith - Each party represents and warrants to the other that such party has acted in good faith, and agrees to continue to so act, in the negotiation, execution, delivery, performance, and any termination of this Agreement.
- f) Indemnification - Both parties warrant that everything they give one another to use in fulfillment of Specifications is legally owned or licensed. Both parties agree to indemnify and hold harmless one another from any and all claims brought by any third party relating to any aspect of the content and services, including, but without limitation, any and all demands, liabilities, losses, costs, and claims, including attorney's fees, arising out of injury caused by either party's products/ services, material supplied, copyright infringement, and/or defective products sold via the advertising or Services of either party.
- g) Use of Services and Creative Content for Promotional Purposes - Both parties may advertise, use, or otherwise promote the creative content, description of services performed, results of services, and campaign data as they see fit for promotional purposes, so long as prior consent is mutually agreed upon by SJSHRM and the Sponsor.
- h) Attorney's Fees - In the event any party to this Agreement employs an attorney to enforce any of the terms of the Agreement, the prevailing party shall be entitled to recover its actual attorney's fees and costs, including expert witness fees.
- i) Term of Agreement - This agreement shall begin from the time of assent of both parties by signature, and shall continue in full force until terminated in writing by either party or upon the date and time benefits under the sponsorship end.