

The background features a network diagram with white lines connecting various white person icons. Some icons are larger and more prominent than others. The SRM logo is in the top left, with 'SRM' in white on a blue background and 'San Joaquin' in blue to its right.

**SRM**<sup>®</sup> San Joaquin

# 2026 Sponsorship Prospectus

Our Mission:

We empower HR professionals through education, community, and inspiration.  
We elevate the practice of human resources and strengthen the people who  
make workplaces thrive.



# Chapter Overview

## ABOUT

San Joaquin SHRM first began in 1972, as San Joaquin Human Resources Association (SJHRA) and became affiliated with SHRM in 2015. Throughout our history, we have been dedicated to empowering HR professionals to learn, connect, and lead.

## AUDIENCE

We strive to be a chapter that is for every HR professional and practitioner. Our membership consists of our community's Payroll Specialists, HR Coordinators, and Managers/Directors. As well as business owners and leaders who may not be HR professionals, but still managing HR in their organizations. In short, those who do the work and those that make organizational decisions.

## BENEFITS

Our members connect regularly with fellow HR professionals and gain access to valuable SHRM national resources - from expert advice to templates and tools. Being part of SHRM elevates the HR pro and San Joaquin SHRM supports, celebrates, and inspires the local community.



# Ongoing Sponsorship Opportunities

Partnering with SJSHRM puts you in direct contact with the HR community in the San Joaquin Valley. With 8+ sponsorship options throughout the year at varying levels you can choose the right fit for you.

At each event we engage an average of 60-80 attendees.

## WORKSHOP

Our half-day workshops are designed for higher level leaders who are looking for resources for more strategic initiatives.

Sponsorship includes:

- Advertisement on registration page and marketing materials for the event (including e-blasts)
- Logo featured on event day collateral
- Exhibitor table at event
- 15-minute speaking opportunity to attendees
- 2 attendee registrations

\*Workshops are held on the second Thursday of June and September.

**\$750**

## MONTHLY

Our monthly lunch and learns provide education that serve the HR professional at any level and keeps them informed of new regulations.

Sponsorship includes:

- Advertisement on registration page and marketing materials for the event (including e-blasts)
- Exhibitor table at event
- 10-minute speaking opportunity to attendees
- 2 attendee registrations

\*Monthly lunch and learns are held the second Thursday of each month except May, June, September, and December.

**\$550**

## SOCIAL

Our happy hour gatherings allow our community to connect and socialize beyond the work we do and celebrate being in HR.

Sponsorship includes:

- Advertisement on registration page and marketing materials for the event (including e-blasts)
- Logo featured on welcome signage at registration table
- 2 attendee registrations

\*Our happy hours are held periodically throughout the year. Check with our VP of Marketing for more details.

**\$350**

# Annual Conference Sponsorships

Our annual conference brings together 250+ HR professionals for a day that blends education, community, and inspiration to elevate the practice of HR and strengthen the people who make organizations thrive.

Conference Date: May 14, 2026 | Location: University of the Pacific (UOP)

## SPEAKER

## PREMIER

## PLATINUM

This is an **exclusive** sponsorship available to only **one partner**. It provides maximum visibility of your brand to our attendees before, during, and after the conference.

- Sponsorship includes:
- Acknowledgment/recognition throughout the event and on our website for 2026
  - Advertisement on registration page and marketing materials for the event (including e-news)
  - Logo featured standalone on event day collateral
  - Premium exhibitor table inside the main event room
  - 15-minute speaking opportunity to attendees prior to keynote speaker
  - Promotional material provided to each attendee
  - Inclusion in conference passport game
  - 3 attendee registrations

This sponsorship is limited to **2 partners** and provides excellent visibility of your brand to our attendees before and during the conference.

- Sponsorship includes:
- Advertisement on registration page and marketing materials for the event (including e-news)
  - Logo featured on event-day collateral
  - Premium exhibitor table inside the main event room
  - 5-minute speaking opportunity during the conference to attendees
  - Promotional material provided to each attendee
  - Inclusion in conference passport game
  - 2 attendee registrations

This sponsorship is available for **4 partners** and provides great visibility to our attendees before and during the conference.

- Sponsorship includes:
- Advertisement on registration page
  - Logo featured on event-day collateral
  - Exhibitor table inside the main event room
  - Inclusion in conference passport game
  - 2 attendee registrations

**\$3500**

**\$2750**

**\$2500**

# Annual Conference Sponsorships

## GOLD

This sponsorship is available for **4 partners** and provides robust visibility of your brand to our attendees during the conference.

Sponsorship includes:

- Advertisement on registration page
- Logo featured on event-day collateral
- Exhibitor table inside the main event room
- Inclusion in conference passport game
- 1 attendee registration

**\$2000**

## SILVER

This sponsorship is available for **6 partners** and provides strong visibility of your brand to our attendees during the conference.

Sponsorship includes:

- Advertisement on registration page
- Logo featured on event-day collateral
- Exhibitor table in exhibitor hall
- Inclusion in conference passport game
- 1 attendee registration

**\$1500**

## NETWORKING

This special sponsorship is available for **one partner** and extends visibility of your brand to attendees who have a link on us after the conference.

Sponsorship includes:

- Logo featured on post-conference happy hour collateral

**\$1200**

**CLOSED**



# Sponsor Benefits

Join us as a sponsor and position your organization at the center of this dynamic community of HR influencers and business leaders. Your partnership can showcase your brand and your commitment to empowering workplaces and supporting those who shape their success every day.

On site branding

Showcase your business and brand as a champion of growth and innovation by supporting an organization that energizes, educates, and uplifts the HR community.

Consistent  
recognition

Gain visibility through event marketing, recognition, and engagement - demonstrating your commitment to community, leadership, and the future of HR.

Brand impact

Position your organization as a trusted resource while aligning your brand with a respected SHRM-affiliated chapter dedicated to advancing the practice of HR.

Engagement  
opportunities

Connect with a thriving community and build meaningful relationships with 250+ HR professionals who are shaping the future of workplaces - and looking for partners who can help them succeed.

A close-up photograph of two hands shaking in a firm grip. The background is a dark, muted blue with a white network of dots and lines overlaid, suggesting a digital or professional connection. The text 'THANK YOU!' is centered over the handshake in a large, white, bold, sans-serif font.

# THANK YOU!

## Let's connect

**VP of Marketing:** Persefini Quintero

**Phone:** 209-709-8491

**Email:** [persefini.quintero@kniferiver.com](mailto:persefini.quintero@kniferiver.com)

**Website:** [www.sjshrm.com/events/sponsorship-opportunities](http://www.sjshrm.com/events/sponsorship-opportunities)