

# 2021 SPONSORSHIP PROSPECTUS

## ABOUT SDHR FORUM

The San Diego HR (SDHR) Forum is a non-profit association (IRS Section 501(c) (6)) and the preeminent people management organization in the region. Through the valued support of our distinguished sponsors, members and wonderful volunteer efforts we provide member benefits that include: informational/educational forums, networking meetings and professional development for individuals in our industry.



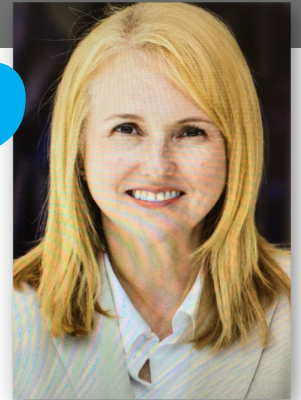
## WHY BECOME A SPONSOR

SDHR Forum Sponsors receive branding and access to the Top People Management Professionals in the region.

Sponsors are recognized at all events as well as provided digital marketing to the membership. The Forum aims to build win-win relationships with sponsors to promote an HR Brand, share the services of a valued partner, and grow together.

If you are interested in partnering and introducing your services to our growing membership, please reach out to us for further information. We appreciate your consideration and look forward to building a rewarding relationship.

# MESSAGE FROM THE PRESIDENT



Thank you for considering sponsorship of the San Diego HR Forum. Hundreds of members across the San Diego County area represent the full spectrum of Human Resource professionals from students pursuing a degree all the way up to Chief Human Resources Officers of global organizations.

Membership works at a wide variety of industries and organizational types, and beyond membership, we encourage and connect with a number of non-members who attend our monthly morning meetings, and in-person events. Last year, despite having to cancel in-person meetings, SDHR Forum continued to offer regular meetings remotely, maintaining connections with the community and continuing to support them by providing content that was informative, inspired, and timely.

In addition to regular monthly programming, we offer additional support such as job transition support services, outplacement assistance, one-on-one coaches, and scholarships to human resources professionals pursuing their Human Resources Certification. No matter the environment we find ourselves in, our mission remains strong and guides our determination to support this community.

As a sponsor of the San Diego HR Forum, your organization will be recognized for your commitment to the human resources community in San Diego County. Corporate sponsorships, and support of our monthly meetings and annual event options offer a cost effective way for your organization to reach our professional membership and promote your services and products throughout the year.

We are actively planning our end of year event to bring our community together in celebration on November 3, 2021. Even though it may look a little different this year, we are determined to bring the community together. In order to make this event happen, we need your support. Please take a moment to look over the information below to see which sponsorship option provides you the benefits that best suit your organization. I thank you for considering a sponsorship of the San Diego HR Forum and look forward to partnering with you and your organization.

- **ANGELICA GAMBLE-WONG**

# MISSION & VISION

## OUR MISSION

To develop business leaders with strategic and innovative practices.

## OUR VISION:

A passionate and empowered HR community that enables HR professionals to make a critical strategic difference in the lives of people and business.

## WHAT WE PROVIDE:

The highest quality programs; a safe and collegial venue where HR leaders can network, learn and collaborate; and a forum focused on skills, experiences, and relationships.

## OUR CHALLENGE:

To see individual member ROI fueling organic growth and renewal; Delivering programs that confront ever-shifting workplace conditions; and Differentiate ourselves as the premier support resource for HR leaders in San Diego.

## OUR COMMITMENT

To ensure the economic viability and sustainability of the local organization by keeping our volunteer resources and revenues here in San Diego; Maximizing the value, strength and identity of the community we've been building for years; and Transforming ourselves to the next level of function and impact by clarifying and embracing our own local mission and vision.



# 2021 SPONSORSHIP OPPORTUNITIES

BENEFIT	DISTINGUISHED ANNUAL CORPORATE SPONSOR \$4,000 (FULL YEAR)	DISTINGUISHED SEMI-ANNUAL CORPORATE SPONSOR \$2,500 (HALF YEAR)	MONTHLY MEETING SPONSOR \$1,000 (ONE MONTH)
TICKET	Five (5) tickets for sponsors and guests at our monthly meetings	Five (5) tickets for sponsors and guests at our monthly meetings	Three (3) tickets for sponsor and guests at our monthly meeting
RECOGNITION AS KEY SPONSOR REPRESENTATIVE	Formal recognition at monthly event(s) by a Board Member and upon request opportunity to introduce key sponsor representative	Formal recognition at monthly event(s) by a Board Member and upon request opportunity to introduce key sponsor representative	Table display for promotional materials
PROMOTION 1	Logo displayed on promotional materials (SDHR website and projection screens at monthly meetings) for an entire year (12 months)	Logo displayed on promotional materials (SDHR website and projection screens at monthly meetings) for an entire year (6 months)	Opportunity to introduce company and services at the monthly meeting
PROMOTION 2	Opportunity to place flyer on tables during monthly meetings to promote products/services	Opportunity to place flyer on tables during monthly meetings to promote products/services	Recognition by a Board Member at the monthly event and Logo displayed on website during the month of sponsored meeting



## ADDITIONAL ANNUAL CORPORATE SPONSORSHIP BENEFITS (NEWLY ADDED)



- Annual/semi-annual 5 min Sponsorship Spotlight
- Quarterly promoted posts on SDHR Forum social media
- Email promotional marketing to SDHR Forum membership
- Exclusive access & discounts for EOY event sponsorship
- Enhanced size & placement of sponsor logos
- Promotion of sponsor partner events

## A LA CARTE SPONSORSHIP OPPORTUNITIES

Vendor Media Spot - \$250 per newsletter

Vendor Handouts - \$250 per monthly meeting (must provide materials)

Vendor Table - \$250 per monthly meeting

# 2021 ANNUAL EVENT: TEAMS OF THE YEAR

BENEFIT	PLATINUM \$15,000 (1 AVAILABLE)	DIAMOND \$7,500 (4 AVAILABLE)	GOLD \$5,000 (10 AVAILABLE)	SILVER \$3,000
VIP TABLES	2 TABLES (20 TICKETS)	1 TABLE (10 TICKETS)	1 TABLE (10 TICKETS)	1 TABLE (10 TICKETS)
VIDEO CLIP PRESENTED DURING THE EVENT	2 MINUTE VIDEO	2 MINUTE VIDEO	X	X
RECOGNITION IN EVENT PROGRAM BROCHURE, PROMOTIONAL EMAILS, WEBSITE, SIGNAGE AND STEP & REPEAT BANNER	✓	✓	✓	✓
OPPORTUNITY TO PROVIDE A PROMOTIONAL GIFT ITEM TO ATTENDEES	✓	✓	✓	X
LOGO PRINTED ON ONE SIDE ALONG WITH SDHR OF GIFT TOTE BAG OR ANOTHER ITEM PROVIDED TO ALL ATTENDEES	✓	X	X	X
LOGO FEATURED ON MAIN SDHR WEBSITE PAGE	✓	X	X	X
LOGO FEATURED ON PODIUM AND OPPORTUNITY TO JOIN ON STAGE TO PRESENT AWARD	✓	X	X	X

## A LA CARTE SPONSORSHIP OPPORTUNITIES



### Award Sponsor

1 available | \$1,500

- 2 VIP Tickets
- Recognition in event program brochure, promotional emails, website, signage and step & repeat banner



### Sweet Sponsor

1 available | \$2,000

- 2 VIP Tickets
- Provide a custom sweet treat that will be placed on all attendees place setting with logo or business card
- Recognition in event program brochure, promotional emails, website, signage and step & repeat banner



### Wine Sponsor

1 available | \$3,500

- 2 VIP Tickets
- Recognition in event program brochure, promotional emails, website, signage and step & repeat banner



### Cocktail Happy Hour Sponsor

2 available / 1 per industry | \$3,500

- 2 VIP Tickets
- Logo on napkins & in bar stand
- Recognition in event program brochure, promotional emails, website, signage and step & repeat banner



### Centerpiece Sponsor

1 available | \$3,500

- 2 VIP Tickets
- Logo featured or business card attached to each center piece
- Recognition in event program brochure, promotional emails, website, signage and step & repeat banner



### Selfie Sponsor

\$3,500\* (price subject to change)

- 2 VIP Tickets
- Recognition in event program brochure, promotional emails, website, signage and step & repeat banner