



PSHRA – SOUTHERN CALIFORNIA CHAPTER

Sponsorship Packet -April 17, 2024, Conference



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Who We Are

The Public Sector Human Resources Association (PSHRA)-Southern California Chapter (PSHRA-SC) is a large active chapter with over 300 public sector HR professionals as active members from Orange, Ventura, Los Angeles, Riverside, and San Bernadino counties. PSHRA-SC is a close-knit network of public sector HR leaders in our community, with **passionate HR** professionals who understand the unique local challenges facing Southern California.

Our Chapter has an annual conference that sells out year-after-year, with 300+ attendees from over 100 local agencies. We also have 3-4 well attended webinars a year on emerging topics facing HR professionals.

Mission, Vision & Values

Our members establish deeper connections and unlock exciting new opportunities to grow personally, and professionally. Our Chapter is here to connect HR professionals with insights, **education**, and **expertise** to help them realize their potential and position them for future success, **united** by our common purpose: to empower our fellow members to create **better** places to work for those who serve the public **good**.

Our History

The City of Los Angeles transition from a corrupt personnel system to a merit system was a regional recognition of the need for reform. Personnel managers from agencies in LA County began to meet periodically to exchange ideas and employment practices to further this purpose. In the spring of 1940 this group was formally recognized as Chapter 2 of the ASPA (America Society for Personnel Administration).

During these early years, a growing need for training of technical practitioners emerged. To satisfy that demand the SCPTA (Southern California Personnel Technicians Association) was formed.

In 1967 the Chapter decided to add an annual two-day training conference for members. It was the duty of the Vice-President Elect to appoint a committee to arrange for location, prepare a program and provide for the evening entertainment.

In 1995, chapter membership had reached 338 and would exceed 400 by 1998. Membership demographics had also changed. Men and women were equally represented, and ethnic representation had greatly increased. Membership from smaller cities now exceeded the traditional big three, the City and County of Los Angeles and school districts.

Economic recessions and consequential governmental budget cutbacks dominated public sector decision making in the 1990's and the beginning of the twenty-first century. Vocational references to staffing were changing from "Personnel" to "Human Resources". Our Chapter had proposed that the national association change its name accordingly. In 2002 IPMA amended their by-laws to change the name of the association to "International Public Management Association – Human Resources". The following year the SCPMA Chapter elected to change its name also (Southern California Public Management Association – Human Resources). In 2022, IPMA-HR rebranded to Public Sector Human Resources Association (PSHRA) and SCPMA followed suit in 2023.

PSHRA-SC is particularly proud that from its membership eight people have been elected to President of PSHRA or its predecessor organization: Emery E. Olson 1940, John F. Fisher 1953, Joseph W. Hawthorne 1959, Muriel M. Morse 1976, Sandra M. Comrie 1985, John J. Driscoll 1991, Susan Toy Stern 2001, Fred M. Weiner 2004, and Margaret "Maggie" Whelan in 2010.

Check out our website for more information: www.pshra-sc.com



Why Be a Sponsor?

Your organization will be able to connect with 100+ public sector agencies from around Southern California. The conference is attended by HR Directors and Managers, and practitioners from large, medium, and small agencies looking to learn, engage and connect.

Sponsorship Levels

CONFERENCE SPONSOR - \$10,000

- ★ Organization name listed on all conference signage as a conference sponsor.
- ★ Opportunity to address the conference attendees during the lunch session.
- ★ Fixed website banner with customizable landing page that can contain videos, links, ability to schedule client meeting, etc.
- ★ Fixed priority placement of logo on with opportunity to promote your organization with customizable landing page that can contain a video, marketing materials, ability to meet with clients, etc. on PSHRA-SC Conference App.
- ★ Organization logo projected on a screen in main conference hall room between sessions.
- ★ Website acknowledgement through December 31, 2024, which includes:
 - Home page banner on PSHRA-SC website giving a special thank you to your organization and links to your organization's home page and a pre-conference email and social media "shout out" from PSHRA-SC to all chapter members.
- ★ Admission to all conference events for two people.

- ★ Conference attendee roster distributed electronically (name, title, agency, and email address) before the conference.
- ★ One booth space in the vendor hall (maximum 4 representatives)
 - VIP placement in vendor hall (preferred space)
- ★ One 8 ½ x 11 flyer or business card in conference bags.
- ★ Badge Ribbons.

PLATINUM LEVEL - \$4,000

- ★ Organization name listed on conference signage as a sponsor of a general session, breakfast, or lunch.
- ★ Scrolling placement of logo on with opportunity to promote your organization with customizable landing page that can contain a video, marketing materials, ability to meet with clients, etc. on PSHRA-SC Conference App.
- ★ Organization logo projected on a screen in main conference hall room between sessions.
- ★ Website acknowledgement through December 31, 2024, which includes:
 - Home page banner on PSHRA-SC website giving a special thank you to your organization and links to your organization's home page and a pre-conference email and social media "shout out" from PSHRA-SC to all chapter members.
 - Priority placement of logo on the PSHRA-SC Conference Sponsors webpage, which links to your organization's website.
- ★ Admission to all conference events for two people.
- ★ Conference attendee roster distributed electronically (name, title, agency, and email address) before the conference.
- ★ One booth space in the vendor hall (maximum 2 representatives)
 - VIP placement in vendor hall (preferred space)
- ★ One 8 ½ x 11 flyer or business card in conference bags.
- ★ Badge Ribbons.

GOLD LEVEL - \$3,000

- ★ Organization name listed on conference signage as a sponsor of a general session, breakfast, or lunch.
- ★ Website acknowledgement through December 31, 2024, which includes:
 - Home page banner on PSHRA-SC website giving a special thank you to your organization and links to your organization's home page and a pre-conference email "shout out" from PSHRA-SC to all chapter members.
 - Placement of logo on the PSHRA-SC Conference Sponsors webpage, which links to your organization's website.
 - Scrolling Home page placement on the Conference App with links to website or customizable landing page.
- ★ Organization logo projected on the screen in main conference hall room between sessions.

- ★ Admission to all conference events for two people.
- ★ Conference attendee roster distributed electronically (name, title, agency, and email address) before the conference.
- ★ One booth space in the vendor hall (maximum 2 representatives).
- ★ One 8 ½ x 11 flyer or business card in conference bags.
- ★ Badge Ribbons.

SILVER LEVEL - \$2,000

- ★ Website acknowledgement through December 31, 2024, which includes:
 - Logo placement on the PSHRA-SC webpage linking to your organization's website.
- ★ Scrolling Home page placement on the Conference App with links to website or customizable landing page.
- ★ Organization logo projected on a screen in the main conference hall room between sessions.
- ★ Conference attendee roster distributed electronically (name, title, agency, and email address) before the conference.
- ★ One booth space in the vendor hall (maximum 1 representative).
- ★ Badge Ribbons.

SESSION SPONSOR - \$1,000

- ★ Website acknowledgement through December 31, 2024, which includes:
 - Logo placement on the PSHRA-SC webpage linking to your organization's website.
- ★ Scrolling sponsorship recognition on the Conference App.
- ★ Organization logo projected on a screen in the Session room and main conference hall room between sessions.

Add Ons

- ★ Lanyards - \$750 plus lanyards
- ★ Attendee Bags - \$500 plus Items
- ★ Bag Inserts - \$250 plus items
- ★ \$100 for each additional Sponsor representative beyond the number provided by the sponsorships.

Our organization is not able to attend, but wishes to sponsor (please provide details i.e., monetary donation, swag, raffle item):

SPONSORSHIP FORM

Company Name:

Sponsorship Level:

Contact Person:

Title:

Email Address:

Phone Number:

RAFFLE:

Will you be participating in the individual sponsor raffle? Yes No

Sponsor raffles will take place at the social hour.

ADVERTISING CONTACT:

Who will be your organization's contact for advertising-related information?

Name:

Title:

Email Address:

Phone:

Website URL to be used:

Sponsors will need to provide their organization's logo and an advertisement copy.

A signed registration form is required with all sponsor or exhibitor registrations. Please submit a completed registration form by March 20, 2024. I understand that this sponsorship/exhibitor fee is non-refundable after April 3, 2024. All refunds are subject to a \$50.00 administrative processing fee. Please make checks payable to PSHRA-SC. An online payment option is available at www.pshra-sc.org or you can remit payment to:

PSHRA-Southern California
2024 Conference Sponsorship
PO Box 10203
Glendale, CA 91209

Please contact Russ Quan, Treasurer, at rquan@glendaleca.gov for any questions. Once your sponsorship is received, we will provide you with additional conference details. Thank you very much for your support.

Signature:

Date: