



## 2024 Day at the Capitol Partnership Opportunities

History Colorado Center &  
Colorado State Capitol

April 11, 2024 | 7:30 am – 4:00 pm

This long-standing and popular Colorado SHRM event focuses on legislative issues that impact employers and employees doing business in Colorado and touches on the importance of education and advocacy for HR professionals. Past speakers have included the governor, attorney general, Colorado supreme court justices, and both Republican and Democratic members of Congress. Estimated attendance is 100 people.

Opportunities are outlined in detail below:

- Presenting Sponsor - \$3,500 – **SOLD**
- Breakfast Sponsor - \$2,500
- Lunch Sponsor - \$2,500 – **SOLD**
- Namebadge Sponsor - \$1,000
- Event Partner - \$500

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### **Presenting Sponsor - \$3,500**

- Exclusive sponsorship
- Pre-event marketing, including logo on all marketing materials
- Onsite recognition as Presenting Sponsor at the event
- Three to five minutes of podium time
- List of attendees post-event (who opt-in to receiving sponsor communications)
- Four guest registrations available to gift to colleagues or clients
- Opportunity to distribute printed or promotional materials at the event

### **Breakfast/Lunch Sponsor - \$2,500**

- Pre-event marketing, including logo on all marketing materials
- Onsite recognition as a sponsor at the event

- Two to three minutes of podium time to address the audience during the time associated with the partnership (breakfast or lunch)
- Exhibit table during the time associated with the partnership (breakfast or lunch)
- List of attendees post-event (who opt-in to sponsor communications)
- Two guest registrations available to gift to colleagues or clients
- Opportunity to distribute printed or promotional materials at the event

### **Namebadge Sponsor - \$1,000**

- Pre-event marketing, including logo on the event website and select email communications
- Onsite recognition as a sponsor at the event
- Company logo printed on attendee name badges
- Opportunity to distribute printed or promotional materials at the event

### **Event Partner - \$500**

- Pre-event marketing, including logo on the event website and select email communications
- Onsite recognition as a partner at the event
- Opportunity to distribute printed or promotional materials at the event

### **Why participate?**

An opportunity to meet and gather with strategic HR professionals

Attracts a statewide audience

Limited registration with high participant engagement

