

BECOME A CORPORATE SPONSOR OF SAN DIEGO EMPLOYERS ASSOCIATION



Frequently asked questions

What is SDEA's mission, and how does it align with our business values?

SDEA's mission is to provide employers with expert human resources guidance, training, and compliance solutions to help them manage their workforce effectively and confidently. We align with businesses that value fostering a productive, compliant, and engaged workplace. Sponsoring SDEA demonstrates your commitment to supporting local employers in creating a positive impact on the workforce and community.

What types of businesses or industries are part of SDEA's network?

Our network spans a diverse range of industries, including:

- Professional Services (legal, accounting, consulting)
- Manufacturing
- Healthcare
- Nonprofit Organizations
- Hospitality and Retail
- Technology and Startups

We primarily serve small to mid-sized businesses, though our members also include larger employers seeking HR support and compliance solutions.

How many members do you have, and what is the typical size of those businesses?

SDEA serves over 400 member organizations across Southern California, representing more than 30,000 employees.

- The majority of our members are small to mid-sized businesses with 10 to 250 employees, though we also serve larger enterprises with upwards of 1,000 employees.

How many events does SDEA host annually, and what are the attendance numbers?

SDEA events include:

- HR Compliance Workshops (20-50 attendees)
- Networking Mixers (average 20 -50 attendees)
- Annual Employment Law Update (120-150 attendees)
- Leadership Development Programs (10-30 attendees per session)
- Special Member-Exclusive Events

Will there be opportunities for us to display signage, host a booth, or interact directly with attendees?

Yes! Depending on the level of sponsorship, packages typically include:

- Logo placement on event signage, promotional materials, and digital platforms.
- The opportunity to set up a booth or table at in-person events.
- Speaking opportunities to address attendees or introduce your company at select events.
- Direct engagement with event participants during networking sessions.

How do I get started?

After filling out the sponsor form found [HERE](#), we'll get started! Depending on your level of sponsorship, SDEA will:

- Need a current logo and link to your web page
- SDEA will reach out to discuss marketing opportunities, timing, articles, mailings, etc.
- Schedule your video testimonial