

# SHRMVI'26

## HR & BUSINESS CONFERENCE

»»» **FUTURE FORWARD**



TRANSFORMING WORK, EMPOWERING PEOPLE

## SPONSORSHIP PACKAGE

August 11 - 13, 2026

**H. Lavity Stoutt Community College**  
Paraquita Bay, Tortola - British Virgin Islands

**SHRM Virgin Islands - Chapter #0765**

**U. S. Virgin Islands**

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# From the Desk of the Chapter President

Dear Esteemed & Prospective Sponsor,



With great enthusiasm, we invite you to partner with us for a truly impactful opportunity; one that empowers your organization to help shape the future of work and workforce transformation across the Virgin Islands and the broader Caribbean region. As a proud affiliate of the Society for Human Resource Management (SHRM), the SHRM Virgin Islands Chapter continues to lead with purpose in advancing human capital strategy, organizational leadership, and inclusive innovation.

The 2026 SHRM Virgin Islands HR & Business Conference will take place August 11–13, 2026, at the distinguished H. Lavity Stoutt Community College. This year's theme, "Future-Forward: Transforming Work, Empowering People," reflects our shared commitment to preparing businesses, leaders, and talent pipelines for the ever-evolving world of work. Far more than just a conference, this gathering serves as a catalyst for innovation, collaboration, and progress—bringing together HR professionals, entrepreneurs, small and medium-sized business leaders, and change agents to explore the bold future of workforce development.

Sponsorship of this event represents far more than brand visibility. It is a strategic partnership grounded in shared values—leadership, innovation, integrity, and community advancement—positioning your organization as a trusted leader and active force in shaping the future of work.

We warmly invite you to join us in this movement—not as a bystander, but as a key partner in transforming work and empowering people. Together, we can build a future-ready workforce and elevate the impact of HR and business leadership across the Virgin Islands and beyond.

Warmest regards,

A handwritten signature in blue ink, appearing to read "K. Roach".

Dr. Kendra C. Roach, SHRM-SCP

*President, SHRM Virgin Islands Chapter*

# Introduction

Welcome to the Society for Human Resource Management Virgin Islands (SHRM VI) Chapter, the cornerstone of HR excellence in the Virgin Islands' business landscape. As an esteemed affiliate of the Society for Human Resources Management (SHRM), the world's largest HR professional society, our chapter is committed to delivering unmatched support, resources, and advocacy, empowering HR professionals from all backgrounds to thrive and lead with distinction in their careers.

Founded on the principles of leadership, excellence, innovation, and community, the SHRM Virgin Islands Chapter serves as a dynamic platform for professional development, networking, and knowledge sharing within the HR field. (SHRM VI) is a territorial, non-profit organization for human resources and other business professionals in the U. S. and British Virgin Islands. Our sole purpose is to elevate the HR profession through education, empowerment and service.

**Our Mission:** To empower people and transform workplaces by advancing HR practices that maximizes human potential.

**Our Vision:** To build a world of work that works for all in the Virgin Islands.



# Our Commitment

At SHRM Virgin Islands, we are committed to advancing the HR profession and building more inclusive, innovative, and resilient workplaces across the Virgin Islands and Caribbean region. Through year-round programming, professional development opportunities, and strategic advocacy, we empower HR professionals and business leaders to lead with vision and impact. The SHRM VI 2026 HR & Business Conference serves as the pinnacle of this commitment—uniting thought leaders, practitioners, and changemakers to shape the future of work, together.



# Our Commitment

## We Stand for

Professional Development: We offer a wide range of high-quality learning experience—including workshops, seminars, and certifications—culminating in our flagship event, the SHRM VI 2026 HR & Business Conference. These opportunities are designed to equip HR and business professionals with the critical skills, knowledge, and strategies needed to navigate a rapidly changing workplace.

Networking & Community: At the heart of our chapter is a strong, people-centered community. We intentionally create opportunities for connection, collaboration, and knowledge exchange—helping members build lasting relationships that extend beyond the conference.

Advocacy & Support: We serve as a voice for the HR profession at both the local and national levels, advocating for sound workplace policies and providing trusted guidance to help professionals address legal, ethical, and organizational challenges with confidence.

Diversity, Equity & Inclusion: We believe inclusive workplaces are essential to organizational success. Our chapter is committed to fostering environments where all individuals feel seen, heard, and valued. Through our programming and partnerships, we actively promote DEI as a core principle across industries and sectors.



# Why Partner with Us?

Partnering with the SHRM Virgin Islands Chapter — and especially sponsoring our signature event, the SHRM VI 2026 HR & Business Conference—offers a unique opportunity to position your brand alongside a trusted and influential voice in the human resources and business community.

As a sponsor, you gain more than just visibility—you gain access to a highly engaged audience of HR professionals, organizational leaders, and decision-makers who are

shaping the future of work across the Virgin Islands and the wider Caribbean region. Our bi-annual conference and chapter programs provide meaningful ways to showcase your brand, products, or services in front of those seeking innovative, people-centered solutions.



# Why Partner with Us?

## Your Impact

By supporting our mission, you directly contribute to the growth, development, and elevation of the HR profession. Your partnership helps fund essential programming, including professional development, educational resources, DEI initiatives, and networking opportunities for HR and business professionals across all sectors.

## The Value of Sponsorship

- Targeted exposure to a niche professional audience
- Brand alignment with workplace innovation, leadership, and inclusion
- Lasting impressions through on-site engagement and digital presence
- Opportunities to connect with rising HR talent and influential stakeholders

We invite you to stand with us in advancing people, purpose, and performance. Together, we can empower the workforce, elevate workplace practices, and shape a future-forward HR community in the Virgin Islands and beyond.





# About The Event

**AUGUST 11 - 13**

**H. Lavity Stoutt Community College  
Paraquita Bay, Tortola**

The 2026 SHRM Virgin Islands HR & Business Conference is centered on the theme “Future-Forward: Transforming Work, Empowering People.” This premier event is designed to equip HR professionals, business leaders, and entrepreneurs with the insights, strategies, and tools needed to navigate an evolving work landscape. Through dynamic keynote presentations, interactive workshops, and thought-provoking discussions, attendees will explore the future of work, workforce readiness, and people-first business transformation.

## Why Attend?

The 2026 SHRM VI HR & Business Conference is more than a learning experience — it is a movement toward shaping the future of work. Attendees will gain:

- Actionable strategies to transform workplaces and build future-ready talent
- Practical tools to empower people and drive meaningful organizational change
- Opportunities to earn professional development credits
- Access to forward-thinking leaders and innovators in HR, business, and industry
- A chance to be part of a community committed to workforce transformation and people-centered growth

This conference is an essential investment for professionals ready to lead with vision, embrace change, and create workplaces where people and businesses thrive.

# Sponsorship Tiers

SPONSORSHIP LEVELS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	\$ 10,000.00	\$ 7,500.00	\$ 5,000.00	\$ 2,500.00	\$1,250

SPONSORSHIP BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Full Conference Registrations	3	2	1	1	0
Exhibit or Marketplace Booth	X	X	X		
Logo recognition on all printed materials	X	X	X		
Featured Sponsor Logo on Chapter Website	X	X	X		
Sponsor Logo on Conference Website	X	X	X	X	X
General Session Logo Recognition	X	X	X	X	X
Branded Giveaway Items	X				
Use of "2026 SHRM VI Sponsor Logo"	X				
Social Media Assets Kit	X				

# Additional Sponsorship Opportunities

The 2026 SHRM VI HR & Business Conference offers a range of impactful sponsorship options beyond traditional tiers—each crafted to increase brand visibility and deepen engagement with attendees. These unique opportunities allow your organization to stand out while demonstrating your support for innovative HR practices and professional development across the region. Align your brand with a premier event that champions people, purpose, and progress—and leave a lasting impression on today's and tomorrow's leaders in HR and business.

SPONSORSHIP OPPORTUNITY	AMOUNT
<b>Badge &amp; Lanyard</b> <i>Your brand, front and center – always.</i> Gain exclusive visibility with your logo featured on all attendee badges and lanyards, worn throughout the conference for maximum exposure.	\$ 2,500
<b>Attendee Bags</b> <i>Make a lasting impression.</i> Showcase your brand on high-quality conference bags distributed to every attendee – ensuring continued visibility long after the event ends.	\$ 7,500
<b>Keynote Speaker Sponsor</b> <i>Align your brand with thought leadership.</i> Sponsor one of the conference's daily keynote addresses and receive logo placement on mainstage visuals, promotional materials, and speaker introductions. Sponsorship opportunity available per day.	\$ 5,000
<b>Concurrent Sessions</b> <i>Be part of every conversation.</i> Gain visibility across all breakout sessions with your logo displayed on session materials and signage, reinforcing your brand with engaged learners. Sponsorship is per day.	\$ 3,250
<b>Welcome Reception</b> <i>Kick off the conference – and your brand visibility.</i> Elevate your brand's prestige as the exclusive sponsor of the Welcome Reception, enjoying sole recognition throughout the event.	\$ 10,000

# Additional Sponsorship Opportunities

SPONSORSHIP OPPORTUNITY	AMOUNT
<b>Daily Lunch Sponsor</b> <b>Feed connections, fuel conversation.</b> <i>Sponsor one of the daily conference lunches and receive logo placement on signage, programs, and buffet stations — plus a brief lunchtime address. One lunch sponsorship opportunity available per day.</i>	\$ 3,500
<b>Volunteer T-Shirts</b> <b>Visible. Vibrant. Valued.</b> <i>Feature your logo on t-shirts worn by our dedicated volunteers—creating consistent brand exposure throughout the event.</i>	\$ 2,500
<b>Registration Area Sponsor</b> <b>Welcome every attendee, every day.</b> <i>Put your brand at the entrance of the conference experience with signage at check-in stations, along with the option to provide branded welcome items.</i>	\$ 5,000
<b>Hydration &amp; Refreshment Stations</b> <b>Re-Fuel with purpose.</b> <i>Support sustainability and attendee well-being by sponsoring high-traffic break moments and keep attendees energized by displaying your logo on branded refreshment station(s) during breaks. Two stations throughout the conference.</i>	\$ 5,000
<b>Speaker Lounge Sponsor</b> <b>Where ideas recharge.</b> <i>Sponsor the exclusive lounge for keynote and session speakers. Includes signage, branded snacks/beverages, and acknowledgment in speaker communications.</i>	\$ 5,000
<b>Wellness &amp; Mindfulness Lounge</b> <b>Where Wellness Meets the Workplace</b> <i>Promote employee well-being by sponsoring a relaxing lounge area focused on mindfulness and self-care. Includes signage, branded wellness items, and recognition in the agenda.</i>	\$ 2,500

# Why Sponsor?

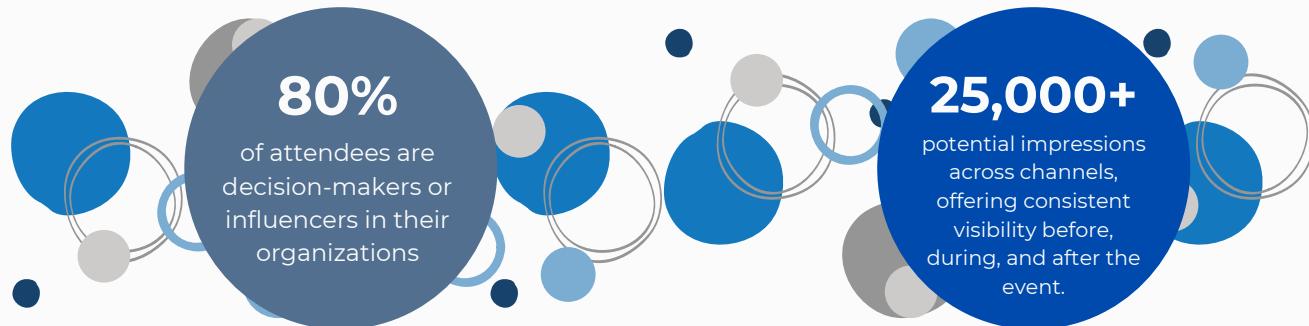
Sponsoring the 2026 SHRM Virgin Islands HR & Business Conference offers a strategic opportunity to position your organization at the forefront of workforce and business transformation. This premier event, themed “Future-Forward: Transforming Work, Empowering People,” delivers unmatched access to HR professionals, business leaders, entrepreneurs, and key decision-makers who are shaping the future of work. Sponsorship provides far more than visibility—it’s a chance to forge meaningful connections, influence industry dialogue, and demonstrate your commitment to innovation, professional development, and people-centered growth.

## Targeted Brand Exposure

Gain direct exposure to a concentrated audience of HR professionals, business leaders, and decision-makers who are actively seeking innovative solutions, strategic partnerships, and transformative ideas. Sponsorship places your brand in front of the right people at the right time, strengthening brand recognition and establishing your organization as a trusted leader in HR, workforce development, and business transformation.

## Access to Exclusive Insights and Market Trends

The 2026 conference will bring together thought leaders, innovators, and experts across sectors, offering sponsors a rare insider perspective on the future of work, emerging technologies, and workforce strategies. By being part of these conversations, sponsors gain valuable insights that can inform product development, service offerings, and strategic decisions—positioning their organizations as forward-thinking leaders ready to address the evolving needs of the workforce.



**80%**

of attendees are decision-makers or influencers in their organizations

**25,000+**

potential impressions across channels, offering consistent visibility before, during, and after the event.

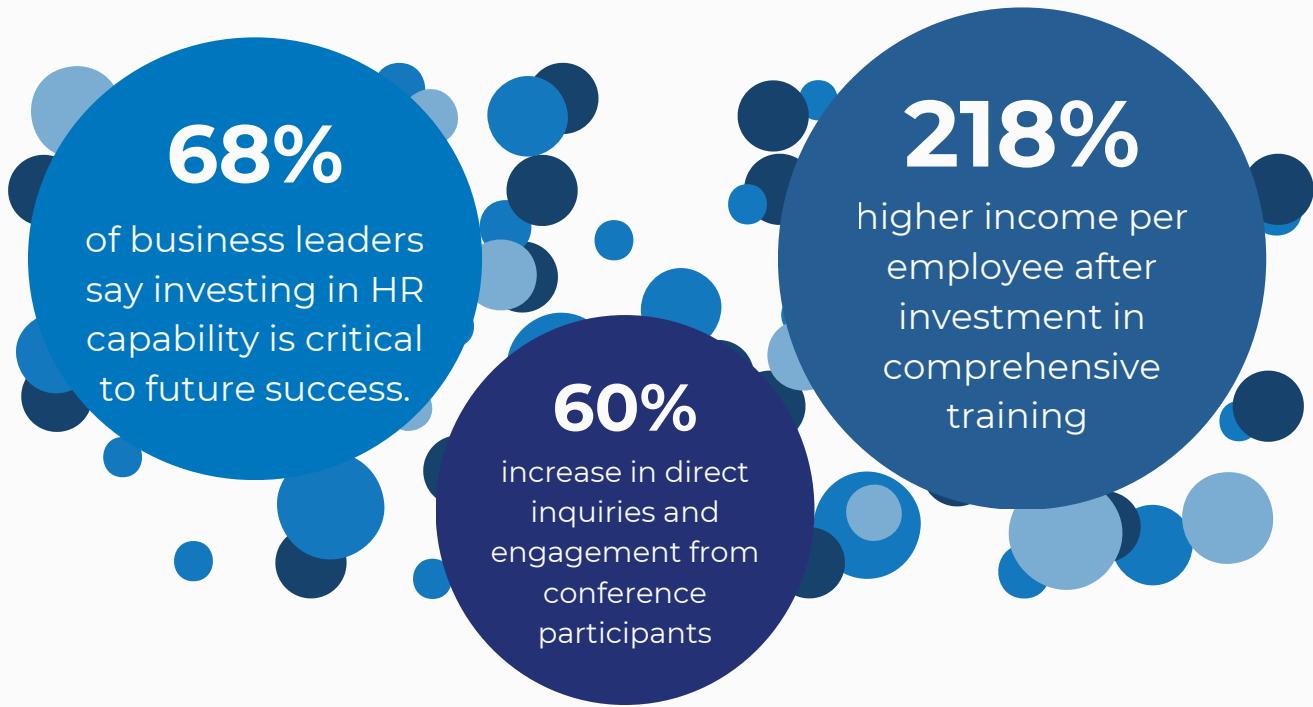
# More Benefits

## Competitive Advantage

Participating as a sponsor sets your organization apart in a competitive marketplace. Sponsorship signals to attendees that you are not only an active participant in the industry but also a proactive partner in driving innovation, professional growth, and workforce readiness. This elevated positioning increases your credibility, enhances brand trust, and attracts high-quality leads and collaborators seeking future-focused solutions.

## Meaningful Return on Investment

The SHRM VI HR & Business Conference is designed to deliver measurable value for sponsors through high-impact visibility, targeted networking opportunities, and long-term relationship-building. With multiple touchpoints before, during, and after the conference — including digital recognition, social media amplification, and in-person engagement — sponsors benefit from sustained exposure to a qualified and influential audience, ensuring a strong and lasting return on investment.



**68%**

of business leaders say investing in HR capability is critical to future success.

**218%**

higher income per employee after investment in comprehensive training

**60%**

increase in direct inquiries and engagement from conference participants

# Thank! you!

**SHRM<sup>®</sup> Virgin Islands** Chapter #0765

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