

Corporate Partners Program

Fall 2026 - Winter 2027

Human Resources Students Association



Haskayne
School of Business



UNIVERSITY OF
CALGARY

Message from the Presidents

The executive team at the Human Resources Students' Association (HRSA) is excited to begin another year of connecting students with opportunities to learn, network, and grow. The HRSA has continued to expand each year, welcoming over 200 members, growing our executive team, and hosting successful events that bring together students, faculty, and industry professionals. As we look forward to the 2026-2027 academic year, we are eager to build on this momentum and create even more opportunities for our members.

We are so grateful to everyone who contributed to the HRSA's success. Our club was thrilled to host 5 successful in-person events during the 2025-2026 school year and are looking forward to exceeding this number in the upcoming year. Our club's growth is thanks to the support from the University of Calgary, the Haskayne School of Business and its faculty, the loyal members, the dedicated executives and of course, our amazing sponsors who supported us and granted us the means to re-launch the HRSA.

The HRSA is a rapidly growing club, and we are ecstatic about the upcoming academic year and the opportunity to host more events and deliver additional insights into the Human Resources field for our members.

The Human Resources Students Association is greatly enthused by the opportunity to partner with your organization in hosting these valuable events. Thank you for your time, efforts, and consideration in reading our Corporate Partnership Package.

Sincerely,

Jamie Lo & Natalie Paquette
Co-Presidents, HRSA



ABOUT THE HUMAN RESOURCES STUDENTS ASSOCIATION (HRSA)

The Human Resources Students' Association (HRSA) is dedicated to equipping students at the Haskayne School of Business with valuable insights into the HR profession and industry. We provide students from all concentrations with opportunities to expand their knowledge, build meaningful connections, and develop skills that are essential for long-term career success.

Mission Statement

Our mission is to empower students through career development, industry connections, and professional experiences while fostering a strong and inclusive HR community.

What Makes the HRSA Unique?

HRSA is the only student-led HR club on campus at one of Canada's top business schools. Backed by a dedicated executive team and an engaged membership base, we are committed to fostering a vibrant HR community at the University of Calgary, one that connects students to industry and prepares them for impactful careers.



Sponsorship Options

We welcome and value the opportunity for companies to partner with HRSA through event sponsorships. Sponsorships directly contribute to creating engaging and impactful experiences for students by supporting event essentials such as catering, student outreach, and targeted marketing efforts. In return, sponsors gain meaningful exposure to our student community and the chance to showcase their brand, services, and opportunities to future professionals.

To best suit the nature of each event, we offer four flexible sponsorship options for you to choose from:

Sponsorship Opportunity	Platinum	Gold	Silver	Bronze
Speaking Opportunity: Up to 5 minutes to address students	X			
Event Access: 2-3 company representatives in attendance	X			
Brand Visibility: Company logo featured on promotional materials, social media, and HRSA sponsors page (with web link)	X	X		
Networking: Direct interaction with students during events	X	X	X	
Promotional Perks: Option to provide SWAG handouts	X	X	X	X
Recognition: Verbal acknowledgement as an HRSA sponsor	X	X	X	X
Sponsorship Price	\$800	\$600	\$500	\$300
Sponsorship (Non-Monetary)	N/A	N/A	N/A	N/A

*We are open to variations of sponsorships that will help the club host events without a direct monetary sponsorship.

Introduction to Our Events

The HRSA seeks to educate all students, no matter their concentration, with opportunities to explore the world of HR. The club hosts events and workshops about essential HR knowledge and practices. These events provide our members value by diversifying their skillsets and preparing them for success in the workforce.

Our sponsored events will be primarily based on educating students on career opportunities, while promoting connections between members and industry professionals. Additionally, our club runs social events to better promote the existence of the University's HR community for students to build meaningful connections.

HR INFO NIGHTS

Fall: October & December 2026

Winter: January & February 2027

HRSA's Info Nights are a great platform for professionals to connect with and impact the careers of Haskayne students. With a focus on prospective careers in HR and tips for recruiting in any major, Info Nights will bring valuable information to students on how to excel in their chosen career path. The speakers' discussions will be followed by a question-and-answer portion and the opportunity to meet and connect with students afterwards in an open networking setting. Companies will leave a lasting impression and help further the careers of motivated students.

Sponsorship Options: Platinum, Gold, Silver



SOCIAL NIGHTS

~3 held throughout the academic year

HRSA's Social Nights are all about providing our members with a fun and interactive experience and creating a space to build meaningful connections. It also provides companies with the opportunity to build its brand with our members.

Sponsorship Options: Bronze

INDUSTRY NIGHT

Fall: November 2026

Industry Night will be the HRSA's biggest interactive networking event. This event will provide students with the opportunity to connect with HR professionals from corporate Calgary. As a company, you will be able to connect with top students who are eager to learn from you. Students will hear short presentations from you and other companies on potential career paths and then network with attendees. This event allows candid interactions between students and professionals, helping companies attract potential talent and students cultivate knowledge about potential career paths. HRSA is looking for two to three sponsors for this event.

Sponsorship Options: Platinum, Gold



HRSA Year End Gala

Winter: March 2027

HRSA's Year End Gala is a chance for Haskayne Students to engage with industry professionals around a gala theme while celebrating the end of the year. This year, we will be focusing on branding, how to step into job environments as your best self, and more. The goal of the gala is to provide a lighthearted, fun environment while bringing in valuable information and providing guidance to students on how to excel in their career path. The industry professionals will get the chance to speak on this topic to all the students and will be followed by the opportunity to meet and connect with students afterwards in an open networking setting. Companies will leave a lasting impression and help further the careers of motivated students.

Sponsorship Options: Platinum, Gold, Silver



Questions? Contact us!

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