

THE  
SINGAPORE  
**HR**  
AWARDS

# THE 19TH SINGAPORE HR AWARDS 2026

*Partnership Opportunities*

Organised by: **SHRI**



# Singapore's Most Respected HR Recognition Programme

Now in its 19th edition, the Singapore HR Awards is organised by the Singapore Human Resources Institute (SHRI) and stands as the most credible peer recognition of HR excellence in Singapore.

The awards bring together organisations across all sectors and sizes, recognising those that have made a genuine and measurable difference to their people and workplaces.

More than an awards night, the programme serves as a platform for HR practitioners to evaluate their own practice, benchmark against industry peers, and connect with the community shaping the future of work in Singapore.

19th

Edition

500

Expected Attendees

10

Nominated Categories

3

Special Awards



# The Sound of Heart Work

*This is the work that keeps on beating, rarely visible, yet deeply felt.*

*The Sound of Heart Work gives voice to the often-unspoken reality behind every people decision. It recognises the moments that shape lives, test judgement, and demand both courage and care.*



## Why it Matters

- Reflects the evolving role of HR as both strategic and human-centered
- Recognises impacts beyond what can be measured
- Highlights the complexity and responsibility behind people decision



## What this Means for Your Brand

- Positions your brand alongside a credible, values-driven HR platform
- Signals alignment with leadership, integrity, and the future of work
- Builds meaningful connection with HR decision-makers

“ This is not just hard work. This is **heart work.** ”

# Why Partner With the Singapore HR Awards



## Reach Singapore's HR Community

Connect with 400–600 senior HR professionals, business leaders, and practitioners at Singapore's most respected HR gala.



## Brand Visibility

Your brand appears across event materials, digital platforms, SHRI communications, and press coverage before, during, and after the awards.



## Thought Leadership

Associate your brand with credible, practitioner-led content. Category sponsors are aligned with specific HR disciplines that reflect your positioning.



## Stage and Event Presence

Selected tiers include speaking opportunities and on-stage recognition at the gala dinner, placing your organisation at the centre of the evening.



## Community Access

Build relationships with nominees, winners, and SHRI's wider network of HR practitioners and organisational members across Singapore.



## Talent and Employer Branding

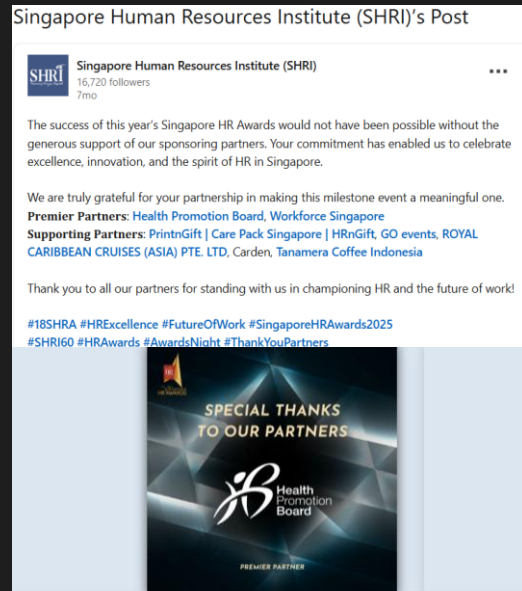
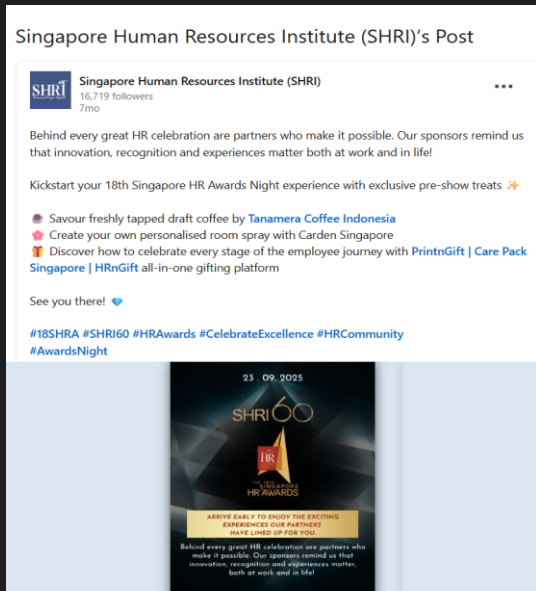
Align your organisation with HR excellence and signal your commitment to people practices to talent pools and prospective employees.



# Brand Visibility in Action

Amplifying your presence across SHRI's digital platforms

## SOCIALS



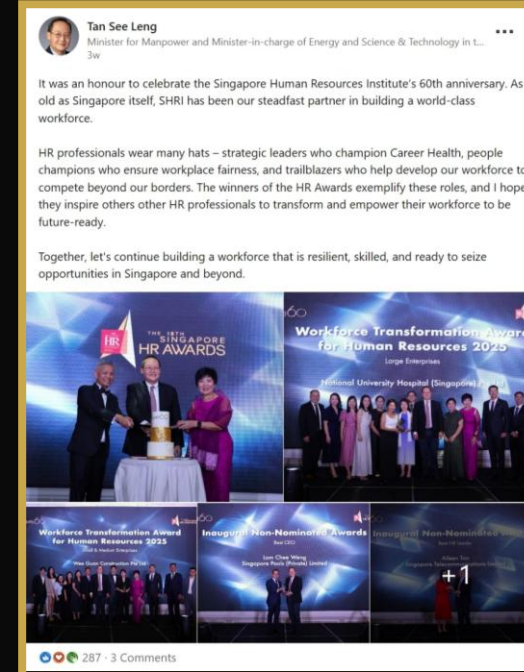
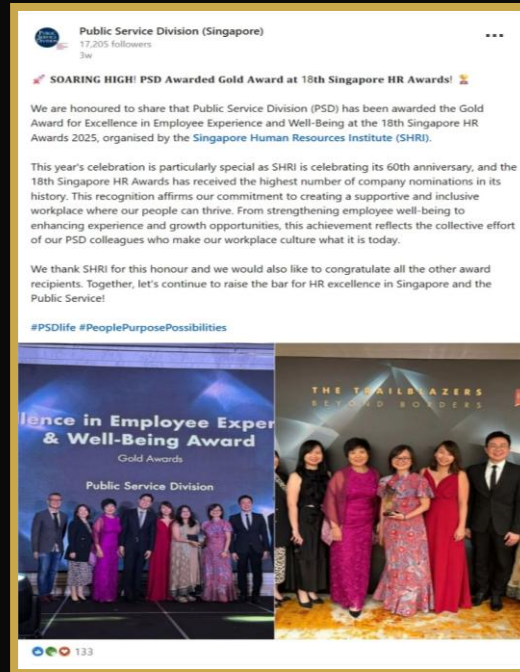
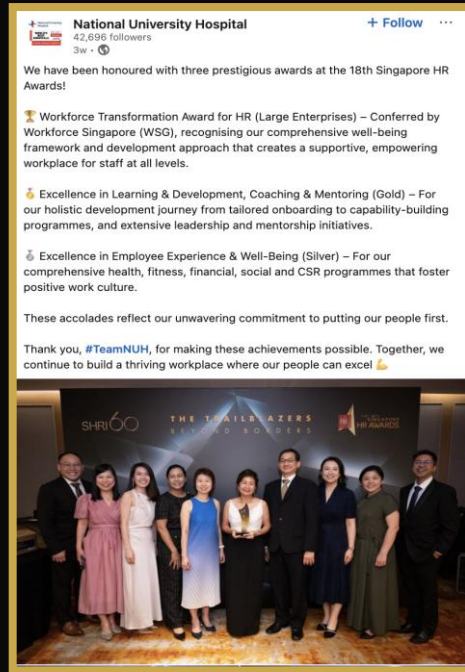
Featured on event-related content from announcement to highlights, reaching SHRI's engaged HR community and extending your brand's presence beyond the actual event

## eDM



Included in curated communications sent to SHRI's database, ensuring visibility among HR leaders and decision makers

# Social Media & Mainstream News Coverage



 Mediacorp: Channel 8

Channel News Asia



# Partnership Opportunities

Three partnership tiers are available, each offering a distinct level of visibility, presence, and engagement with Singapore's HR community.

## PREMIER PARTNER (\$50,000)

High-visibility presence across multiple touchpoints

10 benefits

## CATEGORY PARTNER (\$30,000)

Own your chosen HR discipline and category

8 benefits

## SUPPORTING PARTNER (\$10,000)

Brand acknowledgement and community presence

6 benefits

PARTNERSHIP TIER



# PREMIER PARTNER (\$50,000)

*High-visibility partnership across  
multiple award touchpoints*

Contact SHRI to discuss availability  
and customisation options.

## WHAT'S INCLUDED

Premier brand visibility and logo placement across all key platforms and touchpoints

Complimentary 2 tables at awards ceremony

Additional marketing benefits for one SHRI event in 2027

Recognition in SHRI's official press release and media coverage

2 x Exhibitor Booths on event day

Social media acknowledgement across SHRI platforms

Dedicated partner profile in the official awards programme

Access to post-event summary and insights report

Complimentary delegate passes for SHRI events (year-round)

Presentation opportunity and on-stage recognition for Special Awards

PARTNERSHIP TIER



## CATEGORY PARTNER (\$30,000)

*Own the conversation in your chosen HR discipline*

Contact SHRI to discuss availability  
and customisation options.

### WHAT'S INCLUDED

Category-level exclusive branding and logo placement across event assets and communications.

Complimentary 1 table at awards ceremony

Recognition in SHRI's official press release and media coverage

1 x Exhibitor Booth on event day

Social media acknowledgement across SHRI platforms

Dedicated partner profile in the official awards programme

Access to post-event summary and insights report

Presentation opportunity and on-stage recognition for the sponsored nominated category

PARTNERSHIP TIER



## SUPPORTING PARTNER (\$10,000)

*Meaningful presence at Singapore's  
premier HR event*

Contact SHRI to discuss availability  
and customisation options.

### WHAT'S INCLUDED

Branding acknowledgement and logo placement across selected platforms

Complimentary 2 seats at awards ceremony

1 x Exhibitor Booth on event day

Social media acknowledgement across selected SHRI platforms

Dedicated partner profile in the official awards programme

Access to post-event summary report



# Sponsor a Nominated Category

*Align your brand with the HR discipline that reflects your organisation's values and expertise.*

**01** Excellence in Employee Well-being

**02** Excellence in People Development

**03** Excellence in Talent Strategy

**04** Excellence in Rewards and Recognition

**05** Excellence in People Policy

**06** Excellence in Workforce Innovation

**07** Excellence in Workplace Culture

**08** Excellence in AI-Enabled HR Practices

**09** Excellence in Coaching Culture

**10** Excellence in Employer Branding and  
Talent Attraction

# Singapore Human Resources Institute

SHRI is Singapore's leading professional body for human resources, with a membership spanning HR practitioners, business leaders, and organisations across all sectors.

Founded in 1965, SHRI has spent six decades building the capability and credibility of the HR profession in Singapore.

Through research, professional development, advocacy, and recognition programmes like the Singapore HR Awards, SHRI shapes the standards and direction of HR practice nationally.

Partnering with SHRI means associating with an institution that is trusted, credible, and deeply connected to the HR community in Singapore.

**01**

**Professional Development**

**02**

**Research and Insights**

**03**

**Advocacy and Policy**

**04**

**Recognition and Awards**

# Where Recognition Comes to Life

The 18th Singapore HR Awards showcased the scale, energy, and credibility of the platform—creating meaningful moments on stage and valuable visibility for partners throughout the event journey.

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## 2025 Event Highlights




# 2025 Award Winners – Feature Videos




 Excellence in Talent Management & Acquisition (Singapore Pools)




 Workforce Transformation Large Enterprises Winner (NUH)




 Workforce Transformation – SME Winner (Wee Guan Construction)




 Excellence in Employee Experience & Well-Being (PSD)



 Best HR Leader (Aileen Tan, Singtel)



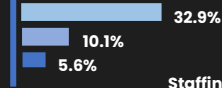
 Best CEO - Large Enterprises (Lam Chee Weng, SG Pools)

# SHRI Demographics

## in LinkedIn Audience

### Job Function

Human Resources  
Business  
Development  
Operations

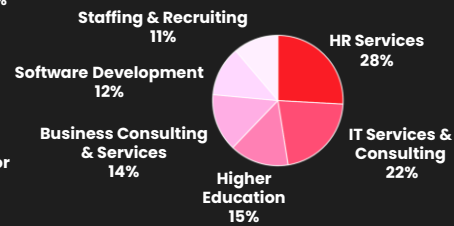


### Job Seniority



Others  
Entry  
Senior/Manager  
VP/Director  
C-Suite  
Owner

### Industry



**16k**  
Followers

**106.1k**  
Reach

**304.8k**  
Impressions

**18.3%**  
Engagement Rate

## Instagram Audience

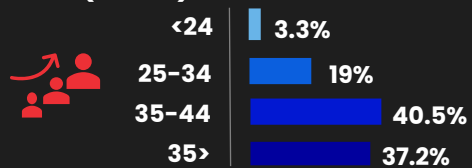
### Gender

69% Women  
31% Men

### Singaporean

78%

### Age (Years)



**950**  
Followers

**98k**  
Reach

**147.1k**  
Impressions

**4.16%**  
Engagement Rate

## f Facebook Audience

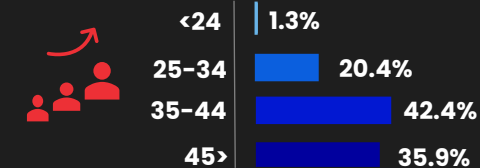
### Gender

58% Women  
42% Men

### Singaporean

60%

### Age (Years)



**9.9k**  
Followers

**115.8k**  
Reach

**2M**  
Impressions

**0.24%**  
Engagement Rate

# Let's Build Something Together

We welcome conversations with organisations who share our commitment to developing people, building capability, and raising the standard of HR in Singapore.

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## GET IN TOUCH

Partnership Enquiries

**[thesingaporehrawards@shri.org.sg](mailto:thesingaporehrawards@shri.org.sg)**

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Website

**[www.shri.org.sg](http://www.shri.org.sg)**

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Phone

**+65 8288 8713**

## **19th Singapore HR Awards**

Singapore Human Resources Institute (SHRI)