

WELCOME TO THE ATD ATLANTA



How does sponsorship work?

Your support helps the chapter provide programming and events that keep our skills and knowledge on the cutting edge of workplace learning and performance.

Who will you reach?

Sponsorship and advertising allows you to reach a large targeted audience of greater Atlanta talent development professionals. If you offer a service or product that in any way supports Workplace Learning and Performance (WLP), our members are a perfect target for your advertising dollars. Our members are involved in recommending and approving expenditures within their organization for such products and services.

About Us

As a not-for-profit, representing over 270 companies and 650 members, the Greater Atlanta Chapter of ATD serves the Workplace Learning and Performance (WLP) community throughout Georgia through ongoing professional development and networking. We rely upon corporate and institutional sponsors who choose to support, or derive benefit from our professional association. Our sponsorship programs offer you an opportunity to show that your organization understands the value of Workplace Learning and Performance (WLP) and that you support such professionals in their ongoing professional growth and development.



**INCREASE YOUR EXPOSURE WITH
ATLANTA WORKPLACE LEARNING
PROFESSIONALS**



CHAPTER SPONSORS

Chapter Sponsors underwrite the mission and vision of the Greater Atlanta Chapter of ATD. With over 650+ Chapter members and 2500+ e-blast contacts in six geographic regions of Georgia and representatives from many major corporations, our Chapter Sponsors benefit from ongoing exposure to potential customers. Build name recognition with Learning Leaders and Practitioners all over Georgia.

- ✓ Chapter Annual Sponsor
- ✓ Chapter Meeting Sponsor
- ✓ CoP Annual Sponsor
- ✓ Program Sponsor
- ✓ Workshop Sponsor
- ✓ e-Blast Advertising

Benefits	Gold* \$5500	Silver \$3000	Bronze \$2000
Sponsor logo on our advertisement rotator	✓	✓	✓
One LinkedIn Post	✓		
Transferable Memberships	5	3	1
Logo in PowerPoint Rotator at Chapter, CoP Meetings	✓		
e-Blast Advertisement (contact list is over 2500, 24 annual blasts)	24	12	6
Option of Table for Chapter Meetings (must request)	✓	✓	✓
One Targeted Atlanta Radio Broadcast	✓		



Workshop Sponsorship

ATD Greater Atlanta has several programs it conducts throughout the year for members, volunteer leaders and our community. Your sponsor dollars support these programs.

CPLP Study Group

Greater Atlanta ATD makes our study group available as a part of chapter membership. This program provides collegial support and refreshers in the knowledge-based position of the certification process and guidance in submitting the work product.

Leadership Academy

Early each summer, Greater Atlanta ATD conducts its Leadership Academy in order to recruit and develop the future leaders of our chapter in their understanding the workings of the chapter and the responsibilities and stewardship expected from those who volunteer within our organization. This program comprises two virtual meetings conducted online with a capstone day-long event to identify and develop leadership potential in those interested in filling one of the more than 70 volunteer positions throughout the chapter.

\$1000.00 Sponsorship Benefits

- Sponsor logo on group webpage
- Use of ATD “sponsor” logo on your website
- Sponsor recognized at each meeting
- Recognition in e-Blast

Chapter Meeting Opportunities

The Greater Atlanta ATD offers five chapter meetings and one conference per year. Our chapter meetings are targeted to the entire population of our chapter and have a normal attendance of approximately 75 learning professionals. Sponsorship of these meetings is a great way to gain exposure and build name recognition for a low cost. Our annual conference has separate sponsorship opportunities.

\$1150.00 Sponsorship Benefits

- Sponsor logo on event web page
- Table provided for marketing material at event
- Opt-in attendee list provided
- Sponsor speaks for 2 minutes at the start of the meeting

ASTD Greater Atlanta has several programs it conducts throughout the year for members, volunteer leaders and our community. Your sponsor dollars support these programs.

CPLP Study Group

Greater Atlanta ASTD makes our study group available as a part of chapter membership. This program provides collegial support and refreshers in the knowledge-based position of the certification process and guidance in submitting the work product.

Leadership Academy

Early each summer, Greater Atlanta ASTD conducts its Leadership Academy to recruit and develop the future leaders of our chapter in their understanding the workings of the chapter and the responsibilities and stewardship expected from those who volunteer within our organization. This program comprises two virtual meetings conducted online with a capstone day

long event to identify and develop leadership potential in those interested in filling one of the more than 70 volunteer positions throughout the chapter.

Executive Board Leadership Conference

Each fall, Greater Atlanta ASTD holds elections for new Board members. The elected members have a conference in which they further develop their understanding the workings of the chapter and the responsibilities and stewardship expected from those who volunteer within our organization. The newly elected leaders travel to Washington, DC to learn from and network with other chapter leaders. Sponsors donating to this cause will receive recognition in our e-Blast and on our Sponsors web page.

CoP Opportunities

Communities of Practice provide professional development targeting opportunities. Our CoP structure has been nationally recognized and we provide leading practices to other chapter in growth and development.

\$500.00 Sponsorship Benefits

- Sponsor logo on SIG/GIG web page
- Sponsor logo on event web page
- Table provided for marketing materials at event
- Use of ATD "Sponsor" logo on your website
- Sponsor speaks for 2 minutes at the start of meeting
- Three event Registrations



**GREATER ATLANTA
CHAPTER**
Association for
Talent Development

**2016 Sponsorship
& Advertising Program**



ACE Conference

Premier Conference Sponsor:

\$1975.00 Sponsor Benefits

- One 6' table with premium positioning
- Half page full color Ad in conference Program
- Logo and Link on ACE conference site
- Four conference registrations
- Partnership announced on LinkedIn page
- Opportunity to insert company literature of branded item in all conference bags for all attendees
- Post-conference Mailing List (opt-in)

Exhibitor:

\$875.00 Exhibitor Benefits

- One 6' table
- Quarter page full color Ad in conference program
- Logo and link on ACE conference site
- Two conference registrations

Advertising opportunities include website advertising and e-mail blast logo.

Membership e-Blast
1 month for \$250.00
12 months for \$2000.00

Home page banner ad and regular email blast to over 2,5K subscribers.

Contract Agreement / Order Form

Indicate Sponsorship:

- Annual Gold Sponsor (\$5500)
- Annual Silver Sponsor (\$3000)
- Bronze Annual Sponsor (\$2000)
- Chapter Meeting Sponsor (\$1150)
- Leadership Academy (\$1000)
- ACE Exhibitor (\$875)
- CoP Annual Sponsor (\$500)
- ACE Sponsorship Conference (\$1975)
- CPLP Study Group Sponsor (\$1000)

Advertising Options:

- Membership e-Blast (\$2000 for 12 months)
- Membership e-Blast (\$250/mo.)
- Banner Ad (\$250 /Mo)
- J F M A M J
- J A S O N D

Call: 404.692.ASTD (404.692.2783)
Write: info@astdatlanta.org
Send: Greater Atlanta Chapter, ATD
 PO Box 1577
 #56468
 Atlanta, GA 30301

(For office use only)

initials	fin.
date	
CK/CC	
amt. paid	
bal due	

Total Sponsorship/Advertising \$ _____

Contact Information

Contact Name: _____ Job Title: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Postal Code: _____
 Business Phone: _____ Email: _____
 Website/URL: _____
 Listings should read (company/name as desired): _____

Payment (must accompany application to guarantee sponsorship)

Check Enclosed Credit Card: Visa MasterCard American Express

Credit Card Number: _____ Exp. Date: _____ Sec. Code: _____
 Cardholder Name: _____ Phone: _____
 Cardholder Signature: _____
 Credit Card Billing Address: Same as above
 Address: _____
 City: _____ State: _____ Postal Code: _____