



atd **ATD CHICAGOLAND** **CHAPTER**
Association for Talent Development

Partnering with the Association of Talent Development Chicagoland Chapter will connect your business to Workplace Learning and Performance Professionals

Our members are your clients and potential clients. Sponsorship allows you and your team to stay top of mind with them all year long giving your company a competitive advantage.

The Association for Talent Development, Chicagoland Chapter, is the oldest chapter of ATD. Founded in 1943, ATD Chi is proud to be one of three largest chapters in the nation, and is among the most influential. With membership of approximately 500 learning and development professionals in Chicagoland, ATDChi provides a forum for networking and the exchange of professional development opportunities and resources.

Sponsorship and advertising with ATD Chicagoland allows you to reach a large targeted audience of Chicago Talent Development professionals in a cost-effective way. If you offer a product or service that supports Workplace Learning and Performance (WLP), choose ATD Chicagoland as your partner.

Our members are involved in recommending and approving expenditures within their organizations for your products and services.

Highlights of our chapter include:

- *Monthly meetings with dynamic, nationally and internationally-known speakers.*
- *Webinars*
- *E-Newsletters*
- *Social media connections and web-based learning opportunities.*
- *WLPI Program*

Annual Sponsorship Opportunities

Unique Benefits	Gold (\$3,500)	Silver(\$1,500)
Logo listed under Annual Sponsors on the frame of the ATDChi website with link back to your website	● All Pages	● Home Page
Profile of your company in the Sponsor Directory section of the ATDChi website	●	●
25% discount to attend ATDChi's Workplace Learning & Performance Institute	● 5 Registrations	● 1 Registration
Logo listed under Annual Sponsors in each ATDChi Chatter newsletter published 2X monthly	● All Issues	● Up to 12 Issues
Complimentary memberships to ATDChi for your teammates	● 5 Memberships	● 1 Membership
Complimentary postings to the ATDChi Career Center to develop your L&D team	● Unlimited	● Unlimited
Use of "ATDChi Annual Sponsor" logo for your website and promotions	●	●
Certificate and Letter from the President suitable for framing upon request	●	●
Complimentary registrations to ATDChi monthly meetings over the course of a year	● 6 Registrations	● 2 Registrations
Printed promotional material distributed to attendees upon request	●	
Logo on Power Point slide show ahead of the program	●	
Opportunity to provide books, merchandise, etc. for giveaways at events	●	
Sponsorship of one LIVE evening event	●	
Sponsorship of one ATDChi Webinar		●
Your Organization and Contact Information listed as GOLD Sponsor featured in Training Today Blog	●	
Your Organization and Contact information listed as SILVER Sponsor featured in Training Today Blog		●
Contribute TWO articles per year that will be featured in our SPONSOR SPOTLIGHT with your company's logo	●	
Contribute ONE article per year that will be featured in our SPONSOR SPOTLIGHT with your company's logo		●
Logo included as GOLD Sponsor in ATDChi webinars	●	
Logo included as SILVER Sponsor in ATDChi webinars		●

Sponsor a Special Event or Program



Chapter Meetings



Webinars



WLPI Program

Sponsoring a SPECIAL Program Event (\$1,000)

Our special program events feature renowned experts focusing on some of today's most relevant topics in the talent development world, such as measurement and evaluation, gamification, and eLearning. ATDChi provides an exclusive sponsorship opportunity for each event:

- Logo and mention of your organization as event sponsor in all marketing for the event
- An exhibitor's table for you to greet attendees, demo products, attract attention prior to the session and during breaks
- Two complimentary registrations to represent your organization at the event
- Your printed promotional materials distributed to attendees
- Opportunity to provide books, merchandise, etc., for drawings/giveaways
- Special acknowledgment by ATDChi host and opportunity to speak (3-5 minutes) before the start of the session "Opt-in" attendee list provided post event

Sponsor a LIVE Evening Event (\$650)

Our evening dinner events and skills seminars are held throughout the year. They bring ATDChi members together for learning and networking. These events are a great opportunity to engage members and organizations for future marketing events and resources:

- Logo and mention of your organization as event sponsor in all marketing for the event
- An exhibitor's table for you to greet attendees, demo products, attract attention prior to the session and during breaks
- Two complimentary registrations to represent your organization at the event
- Your printed promotional materials distributed to attendees
- Opportunity to provide books, merchandise, etc., for drawings/giveaways and speak about your organization
- Special acknowledgment by ATDChi host before the start of the session and opportunity to speak (3-5 minutes) before the event
- "Opt-in" attendee list provided post event

Sponsor a LIVE Webinar (\$400)

Our live webinars provide the opportunity to reach busy professional who enjoy the convenience of virtual meetings:

- Logo and mention of your organization as event sponsor in all marketing for the event
- Corporate logo on first slide of webinar deck
- "This Webinar Sponsored by" acknowledgment on title slide of the webinar deck
- Special verbal acknowledgment by ATDChi host during welcome message before introducing the speaker
- "Opt-in" attendee list provided post event



Association for
Talent Development

We are also happy to create a CUSTOM SPONSOR PACKAGE to best meet the needs of your company. There are a la carte options available.

To learn more and to sign up as a sponsor, please contact:

Tracy Oosterman Thompson
One More Sponsor
tracy@onemoresponsor.com
404-803-0020