

Sharing Our Success (SOS) Submission Form

Chapter Name: Dallas

Chapter Membership Size: Large (250+)

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Submission Title: Redesigning Conference Sponsorships to Increase Value, Partnerships, and Revenue

What did you do? (a 2-3 sentence summary of your effort): ATD Dallas conducted a strategic redesign of its annual conference sponsorship program to increase sponsor value, strengthen partnerships, and create a more sustainable revenue model. By analyzing five years of sponsorship data, benchmarking packages from chapters across the country, and engaging sponsors directly for feedback, the chapter restructured its sponsorship tiers, enhanced benefits, and introduced flexible add-on opportunities. The redesigned approach increased conference sponsorship revenue from \$10,800 to \$30,300 in the first year while improving sponsor engagement and long-term partnership potential.

Who benefitted from this effort (Target Audience) Check all that apply:

- Chapter Members
- Board Members
- Chapter Volunteers
- Chapter Sponsors
- Chapter Partners
- Potential Chapter Members
- Non-Chapter Members
- Consultants

Why did you do it? What chapter needs were addressed?

ATD Dallas undertook this initiative to ensure our conference sponsorship program accurately reflected the value of our event while supporting the chapter's long-term sustainability. Over time, our sponsorship offerings had evolved organically without a strategic review, resulting in inconsistent benefits, limited differentiation between levels, and pricing that did not fully reflect the visibility and engagement opportunities available to sponsors. At the same time, sponsorship revenue had plateaued, and the chapter recognized an opportunity to strengthen partnerships with organizations that support the talent development community.

This redesign addressed several key chapter needs: increasing sponsorship revenue to support programming and events, creating a more consistent and transparent sponsorship structure, and building stronger, longer-term relationships with sponsors. By evaluating historical sponsorship data, benchmarking against other ATD chapters, and speaking directly with sponsors about their goals and expectations, we were able to redesign our sponsorship packages to increase value, improve sponsor engagement, and create a more scalable model for future conferences.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

Most significantly, conference sponsorship revenue increased from \$10,800 to \$30,300 in the first year, nearly tripling the previous year's total. At the same time, the total number of sponsors increased from 8 to 13 year over year, demonstrating that the redesigned packages successfully increased both the perceived value and accessibility of sponsorship opportunities.

The additional sponsor participation also enhanced the conference experience for attendees. With more sponsoring organizations involved, participants gained access to additional insights, tools, and resources from industry partners, creating more opportunities for learning and professional connection during the event.

The increased sponsorship revenue also allowed the chapter to invest directly back into its community. As a result of the additional funding, ATD Dallas allocated budget to launch a Member and Volunteer Professional Development Scholarship Fund beginning in April 2026, providing financial support for members and volunteers to pursue professional development opportunities.

Several sponsorship levels also included the opportunity for sponsors to invite guests to attend the conference, which introduced new professionals to the ATD Dallas community and increased visibility for both the conference and the chapter among individuals who had not previously attended an event.

Collectively, these outcomes strengthened the financial sustainability of the conference, expanded learning opportunities for attendees, and increased awareness of the ATD Dallas chapter within the broader talent development community.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

ATD Dallas implemented the sponsorship redesign through a structured and collaborative process that involved key chapter leaders responsible for the conference and sponsorship strategy. A small Sponsorship Redesign Working Group was formed that included the Vice President of Signature Events (past and current), conference co-chairs, and the President-Elect (who later became Chapter President). This group led the evaluation and redesign effort.

The following steps were taken to implement the initiative:

1. Form a Sponsorship Redesign Working Group

A small leadership team was created to focus specifically on evaluating and redesigning the sponsorship program. This ensured the work could be done efficiently while incorporating perspectives from both chapter leadership and conference organizers.

2. Analyze Historical Sponsorship Data

The team reviewed five years of sponsorship participation and revenue data from the annual conference to identify trends in sponsor levels, pricing, and overall revenue performance.

3. Benchmark Other ATD Chapters

The group evaluated sponsorship packages from multiple ATD chapters across the country, comparing pricing structures, sponsorship benefits, and engagement opportunities to better understand market norms and best practices.

4. Gather Direct Sponsor Feedback

Conversations were held with current and past sponsors to understand what organizations value most when investing in conference sponsorships, including visibility, engagement opportunities, and marketing exposure.

5. Identify Key Opportunities for Improvement

Based on the analysis and sponsor feedback, the team identified several opportunities to strengthen the program, including improving the value proposition for sponsors, ensuring consistency across sponsorship levels, and creating clearer differentiation between tiers.

6. Redesign Sponsorship Packages

The sponsorship structure was redesigned to include:

Increased marketing visibility based on sponsorship level

Opportunities for on-stage presentations

Clearly defined benefits across tiers

Fair and consistent treatment of in-kind sponsorships

Flexible add-on sponsorship opportunities to allow sponsors to customize their investment

7. Develop Updated Sponsorship Materials

A redesigned conference sponsorship packet was created to clearly communicate the new sponsorship levels, benefits, and opportunities.

8. Promote the Sponsorship Opportunities Through Multiple Channels and Targeted Outreach

The chapter promoted the redesigned sponsorship packages through several communication channels, including the ATD Dallas website and chapter newsletters, to ensure visibility across the broader community. In addition, the team conducted targeted personal outreach, which played a critical role in securing sponsorships. This included reconnecting with organizations that had sponsored in previous years but were not currently engaged, reaching out to active sponsors to introduce the enhanced opportunities, and identifying potential new sponsors by reviewing companies sponsoring conferences and events in other ATD chapters. This combination of broad communication and personalized outreach helped generate interest, strengthen relationships, and expand the sponsor base.

9. Conduct a Post-Event Review and Gather Sponsor Feedback

Following the conference, the chapter conducted a planned review of the sponsorship program to evaluate what worked well and identify opportunities for improvement. Sponsors were invited to provide feedback through a brief survey as well as through individual follow-up emails and conversations. This feedback helped the chapter better understand the sponsor experience, including the value of the benefits provided and opportunities to strengthen engagement. Internally, the leadership team also reviewed sponsorship performance, participation levels, and revenue outcomes to determine what adjustments should be made for the following year. This structured review process allowed the chapter to make thoughtful refinements to the sponsorship packages and ensures the program continues to evolve based on sponsor input and chapter goals.

Is there anything you would do differently?

If implementing this effort again, we would place greater emphasis on clearly defined roles, early coordination, and structured marketing planning to support the sponsorship program.

First, we would recommend ensuring that a dedicated sponsorship leader or VP of Sponsorships is in place prior to launching a redesign effort. In our case, the President-Elect helped lead sponsorship outreach because the role was not yet filled. While the work was successfully completed, having a dedicated leader focused on sponsor engagement and relationship management would strengthen the process, provide greater consistency in sponsor communication, and distribute responsibilities more effectively across the leadership team.

Second, we would ensure earlier and more detailed alignment with the chapter's VP of Marketing to develop a coordinated promotional plan and clearly document all marketing deliverables associated with sponsorship levels. While the VP of Marketing did review the sponsorship packet and participated in an initial discussion, the review was not conducted in a detailed, line-by-line manner. As a result, some confusion later emerged regarding the number of promotional posts and marketing activities associated with certain sponsorship benefits. Conducting a more thorough review together at the outset would help ensure shared understanding and clear expectations for both marketing deliverables and sponsor recognition.

Third, we would implement a more structured communication campaign to promote sponsorship opportunities. This would include a defined outreach timeline, coordinated messaging across newsletters and the website, and planned sponsor outreach milestones leading up to the conference.

Finally, we learned that certain sponsorship benefits-particularly the five-minute on-stage presentation opportunity during the general session-were extremely attractive to sponsors. Demand for this opportunity exceeded expectations, which indicated that it provided significant value. As a result, we are adjusting the pricing for this benefit in future sponsorship packages to better align with its perceived value and to manage the number of presentation slots available.

These lessons are helping us refine the program each year and ensure the sponsorship model continues to evolve in a way that balances sponsor value, chapter capacity, and attendee experience.

When did you start working on this effort?	Jan 15, 2025
When did this effort go live?	Apr 10, 2025
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	100
What resources did you use? Check all that apply:	Volunteers Board Members
How many volunteers were you able to recruit?	4
Which board positions were involved in the effort?	President Elect, VP of Signature Events, VP of Marketing

Do you have any additional insights to share with other chapters implementing this effort?

One of the most important insights from this effort is to approach sponsorship redesign from the sponsor's perspective, not solely from the chapter's internal perspective. While it may be tempting to simply increase pricing when looking to grow revenue, it is more effective to focus first on increasing the value and attractiveness of the benefits offered. If sponsors clearly see the value and impact of their investment, they are more likely to participate again and develop long-term partnerships with the chapter.

Chapters should also not be afraid to experiment and adjust. When we redesigned our sponsorship program, we intentionally took a "test and learn" approach. Some sponsorship levels were priced lower than we may have initially expected, but we enhanced the benefits and visibility associated with those levels to make them more attractive. This helped us grow the total number of sponsors and build stronger relationships, which ultimately increased overall sponsorship revenue.

Another key takeaway is that sponsorship programs should be reviewed and evaluated regularly. A sponsorship structure does not need to remain static year after year. Market expectations, sponsor priorities, and chapter goals evolve over time, so it is valuable to review feedback and make adjustments after each event.

Finally, actively seeking sponsor feedback, both formally through surveys and informally through direct conversations, provides valuable insight into what organizations truly value when partnering with your chapter. This feedback can guide future adjustments and help ensure that sponsorship offerings continue to meet both sponsor needs and chapter goals.

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)

<https://www.formstack.com/admin/download/file/19249842538>

additional supporting documents: <https://www.formstack.com/admin/download/file/19249842539>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply: Chapter Leader
Success Series

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in October of each year at td.org/alc. Selected session facilitators receive complimentary registration. Yes
