



ABOUT ATD DALLAS

The Dallas Chapter of the Association of Talent Development (ATD) was founded in 1947 and today is considered one of the largest in the country. Our chapter boasts a vibrant community of over 400 learning and talent development professionals who are changing their organizations for good. We believe that talent isn't just our business, it's who we **A.R.E.!** At ATD Dallas we offer our members, **A**ccess, **R**ecognition, and **E**xpertise.

We are on a mission to make Dallas the "*Talent Development Capital of the World.*" As we strive to do so, we welcome you to join the movement, as we can't do it without YOU!

ABOUT OUR MEMBERS

ATD Dallas membership is comprised with talent development professionals from over 200 companies! Member companies include Fortune 500 organizations, non-profits, government, and mid-size and small businesses.

Job Roles Include:

- Learning & Talent Development Leaders/VPs
- Talent Development Senior Directors/Directors
- Organizational Development Managers
- Trainers and Facilitators
- Leadership Development Coaches
- Instructional Designers
- People Development & Operations Managers
- Learning Specialists & Technologists
- HR & Talent Management Professionals
- Independent Consultants

Companies with 3 or More Members:

- Advancial Federal Credit Union
- AT&T
- Children's Health
- City of Denton
- Dallas Area Rapid Transit (DART)
- DFW International Airport
- FranklinCovey
- HCSC
- Hilton
- Lennox International
- Lexus College
- MGA Insurance Company
- Oncor Electric Delivery
- Parkhill
- Richemont North America
- Sendero Consulting
- Southwest Airlines
- Toyota
- Univ. of North Texas
- Vistra Corp.

THREE WAYS TO PARTNER WITH US

1. Get involved at the [chapter level](#) to build brand awareness while connecting, engaging, and networking with our 400+ members
2. Take a targeted approach by sponsoring one of our Signature Events ([AXIS](#) or [SWLS](#))
3. Explore options to [advertise](#) with us through our website, chapter emails, or social channels

CHAPTER SPONSOR LEVELS & BENEFITS

By sponsoring the ATD Dallas Chapter, your organization will be able to share your brand with learning and talent development professionals throughout the Dallas-Fort Worth Metroplex. Select which approach or level aligns to your needs to promote your businesses.

Benefits for You	Silver \$1000	Gold \$2000	Platinum \$3000
ATD Dallas Membership	1	2	3
Company Info on ATD Dallas Website (with backlink)	Logo/Link	Logo/Link	Logo/Link/Video
Company Logo in ATD Dallas Chapter Newsletter (with backlink)	✓	✓	✓
Social Media Post about the Company from ATD Dallas	1 per Year	1 per Year	2 per Year
Use of ATD Dallas Logo by Company	✓	✓	✓
Recognition during Monthly Chapter Events	✓	✓	✓
Complimentary Job Board Posting on Chapter Website	✓	✓	✓
Sponsor-led Webinar (marketed & hosted by ATD Dallas)	1 per Year	1 per Year	1 per Year
Advertisement on ATD Dallas Homepage (with backlink)	-	2 Months	4 Months
Advertisement in Chapter Newsletter	-	1 per Year	2 per Year
Company Provided L&D Article/Blog/Podcast for Chapter Newsletter	-	1 per Year	2 per Year
Company Provided Dedicated Email to Chapter	-	-	1 per Year
Monthly Chapter Event Sponsor (Meeting or Happy Hour)	-	-	1 per Year
Option to Provide L&D Speaker for Monthly Chapter Meeting	-	-	1 per Year



Happy Hour at The Flying Saucer



Chapter Meeting at Toyota



CHAPTER FRIEND | IN KIND PARTNERSHIP

Some companies provide our members **free access** to their product or service. This type of partnership allows the chapter to extend a special benefit to our members while showcasing your product or service to your target audience and potential customers. We are happy to discuss benefits that may align best in this partnership.



The AXIS Awards recognizes the amazing work being accomplished by Learning and Talent Development professionals in organizations across the Dallas metroplex. Businesses enter a submission in one of the nine award categories. They are invited to attend the AXIS Awards event to find out if they won a first or second place award and to see will win the Best of Show! Most companies bring their entire team to celebrate their success together.

	Benefits for our AXIS Sponsors	Silver \$350	Gold \$700	Platinum \$1,000
BEFORE the Event	Logo on AXIS Award Website	Sponsor Page	Event & Sponsor	Homepage, Event, & Sponsor
	Logo Included in Chapter Emails about event		✓	Priority Placement
	Social Media Post (1 pre & 1 post)		✓	✓
	AXIS Award Sponsor Graphic	✓	✓	✓
	Ad posted on tddallas.org Homepage			3 months
	Registration Contact List			✓
DURING the Event	Complimentary Event Registration	1	2	3
	Logo in Printed Program/Materials	✓	✓	✓
	Logo in Event Presentation	✓	✓	✓
	Verbal Recognition from the Emcees	✓	✓	✓
	Short Presentation / Commercial Break			✓
	Beverage Station with Signage OR Chair Drop			✓
AFTER the Event	Attendee Email and Contact List		✓	✓

The AXIS Awards breakfast and awards presentation will take place on Tuesday, May 6, 2025 at the UT Dallas Alumni Center. Find out more details at tddallas.org/AXIS.



Professional Networking



AXIS Awards Presentation



Team Bonding & Fun Celebrating

For more information, reach out to axis@tddallas.org regarding the event or to sponsorship@tddallas.org about these sponsorship opportunities.



Southwest Learning Summit will take place on Tuesday, September 30, 2025 at the Plano Event Center.

Find more information at www.tddallas.org/SWLS or email swls@tddallas.org.

Southwest Learning Summit (SWLS) is a one-day conference for those who are passionate about learning and talent development in the workplace. Attendees come to elevate their knowledge and skills through the keynote and concurrent sessions while building their network with peers, innovators, and industry-changing vendors. Exhibition space is provided to SWLS sponsors to interact with the over 325 attendees. And all are encouraged to attend Happy Hour!



SWLS Main Stage



Keynote Speakers



Concurrent Sessions



Happy Hour

We offer **five unique sponsorship levels** to help you align your brand with this high-impact event - whether you're looking to increase brand visibility, share your expertise, or build strong relationships with learning professionals in corporate, nonprofit, and public sectors.

Each sponsorship level is designed to meet different marketing goals, from entry-level visibility to robust engagement and thought leadership opportunities:

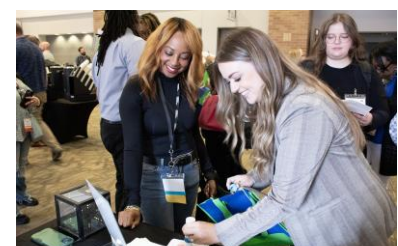
- **Friend of SWLS** - A great entry point for supporters who want to show their commitment to the Learning and Talent Development community and be recognized at the event.
- **Bronze Sponsor** - Ideal for organizations looking to increase brand awareness through digital visibility and event-day recognition.
- **Silver Sponsor** - Adds more value with options like social media promotion and presence on the ATD Dallas website.
- **Gold Sponsor** - Offers extended exposure, marketing opportunities, and access to targeted communications with our membership.
- **Platinum Sponsor** - Our most comprehensive package, designed for organizations that want maximum visibility, speaking opportunities, and strategic engagement with our network.



Exhibition in Main Hallway



1:1 Conversation



Sponsor Passport Activity

Reach out to sponsorship@tddallas.org regarding these sponsorship opportunities.

Explore each sponsorship tier and benefits in detail to find the one that best fits your goals. We're excited to partner with you to make this year's Southwest Learning Summit our best yet!



Benefits for our SWLS Sponsors		Bronze \$1,200	Silver \$1,750	Gold \$2,500	Platinum \$3,500
BEFORE the Event	Logo on ATD Dallas Chapter Website Page(s)	Sponsor Page	Event & Sponsor	Event & Sponsor	Homepage, Event, & Sponsor
	Logo Included in Chapter Emails about Event	✓	✓	✓	Priority Placement
	ATD Dallas and SWLS Logo for Marketing	✓	✓	✓	✓
	Cobranded Individual Social Media Mentions	1	2	3	4
	Ad on SWLS Sponsor Page (with backlink)	✓	✓	✓	✓
	Guest Registration to Invite a TD Professional	-	-	2 Guests	4 Guests
	Pre-Event Company Email	-	-	✓	✓
	Registration Contact List	-	-	-	✓
DURING the Event	Booth Size	Standard	Standard	Standard	Double
	Booth Staff (Conference Admission & Meals)	1	2	2	4
	Recognition & Logo during General Session	✓	✓	✓	✓
	Sponsor Chat Time	✓	✓	✓	✓
	View & Message Attendees in Whova App	✓	✓	✓	✓
	Company Contact Info Distributed via Whova App	✓	✓	✓	✓
	Logo Displayed throughout the Event	-	-	✓	✓
	Video Shared from Main Stage	-	-	30 Seconds	60 Seconds
	Right to Purchase 1 Add-On (<i>See Below</i>)	-	-	✓	✓
	Company Info via Chair Drop	-	-	-	✓
Main Stage Company Presentation	-	-	-	5 min	
AFTER the Event	Social Media and Post-Event Thank You Email	✓	✓	✓	✓
	List of SWLS Attendees	-	-	✓	✓
	Ad in Chapter Email Post-Event	-	-	-	1



Friend of SWLS – \$500

Benefits Include: Conference admission & meal (1) | ATD Dallas and SWLS Logo for Marketing | Logo on the SWLS sponsor page | Recognition & Logo during General Session

Add On Options (Gold & Platinum) – \$500

Welcome Bags | Lanyards | WiFi Sponsor

ADVERTISE WITH US

Another way to gain brand awareness in the talent development community is by advertising with us! These are our “a la carte” offerings.

Advertising Option	One Time Cost	6 Months Cost
Advertisement in Chapter Email (Image)	\$100	\$600
Item in Chapter Email (Verbiage + Image + Link)	\$250	<i>Not Available</i>
Advertisement on Website (Homepage)	<i>Not Available</i>	\$750
Video on Website (Homepage)	<i>Not Available</i>	\$1000
Social Media Post	\$150	<i>Not Available</i>

THE VALUE OF SPONSORSHIP

Sponsorship and advertising with ATD Dallas allows you to...

- Reach a targeted audience of talent development professionals in a cost-effective way
- Gain visibility as a partner of our chapter by having your logo included on our website and in our member communications
- Give your company the best competitive advantage by attending our monthly meetings and/or Signature events to interact with our members, many of whom are influencers or decision makers
- Be top of mind and our members’ first resource when they are searching for a product or service as a solution to their current needs



CONTACT US

If you are interested in more information or exploring additional ways we can promote your company or service, contact us at sponsorship@tddallas.org. We look forward to the opportunity to partner with you!



Discover more at www.tddallas.org

Follow us on [LinkedIn](#)

Register at www.tddallas.org/Sponsorship

At ATD Dallas, We ARE Offering...

ACCESS

To a highly engaged TD community

RECOGNITION

For innovation and execution

EXPERTISE

Through networking and programming