# Become a GCATD Sponsor!

Greater Cincinnati Chapter of the Association for Talent Development (GCATD) provides a variety of opportunities for businesses to reach Talent Development professionals from Greater Cincinnati (and beyond), including:

- Monthly program meetings (average 25-30 attendees)
- Webinars  (average 20-30 attendees)
- Workshops (average 35 attendees)
- Networking events (average 30-40 attendees)
- An annual fall conference (average 190 - 220 attendees)

Our sponsorship opportunities are broad and varied.  There are three major categories with detailed benefits listed on the next page:

- Chapter Sponsorship
- Fall Conference Sponsorship
- Monthly Program Sponsorship

Other sponsorship options include:

- In-kind sponsorship – space for an event, services in lieu of payment, etc.
- Visibility sponsorship - $50 for your organization's logo on a slide in the Conference "Welcome" PowerPoint deck.
- Sponsor of all or part of a networking event – All = $750, partial = some portion of event expenses.
- Sponsor of Conference Bags ~ $125
- Sponsor of Conference Gifts ~ $500
- Conference Keynote - varies
- Tell us what you'd like to sponsor!

And of course, all sponsors have the opportunity to interact personally with attendees.

Those are just some of the tangible benefits of GCATD sponsorship. The intangible benefits include supporting the Talent Development community in the tri-state and, through your support, helping individuals, teams, organizations, and businesses improve performance and generate better results.

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## GCATD Sponsorship Packages

| | Program[1] | Conference | | | Chapter |
|---|---|---|---|---|---|
| | $150 level Per program | $350 level | $750 level | $1,500 level | $3,000 level |
| 3 minute overview at monthly program | 1 | N/A | N/A | N/A | 5 |
| Recognition from GCATD facilitator at program | 1 | N/A | N/A | N/A | 5 |
| Display table at program | 1 | N/A | N/A | N/A | 5 |
| Collateral material distributed at program | 1 | N/A | N/A | N/A | 5 |
| Company name on program announcements | 1 | N/A | N/A | N/A | 5 |
| Annual Memberships in GCATD for you or a client/student | 0 | N/A | N/A | 1 | 2 |
| Program door prize give away (optional)[2] | 1 | No | 1 | 1 | 5 |
| Logo or Ad on slide in "Welcome" deck at chapter events | No | No | Conf only | Conf only | Logo - all |
| Company logo and link on GCATD website sponsor page (months)[3] | 1 | 3 | 6 | 12 | 12 |
| Monthly program registrations included[4] | 1 | 1 | 2 | 4 | 10 |
| Fall conference registrations included | 0 | 1 | 2 | 3 | 6 |
| Collateral material in conference bag (catalog, brochure, etc.) (#pieces) | N/A | 1 | 2 | 3 | 3 |
| Advertisement link in the conference app | N/A | Yes | Yes | Yes | Yes |
| Display table at the conference | N/A | No | 1 | 1 | 2 |
| Introduce session speaker(s) at conference | N/A | No | No | Yes | Yes |
| 2 minute presentation at conference lunch | N/A | No | No | Yes | Yes |
| Showcase Demo – 15 minute demo of product/service in breakout room | N/A | No | No | Yes | Yes |
| Company name on designated feature or banner at conference | N/A | No | No | No | Yes |
| Sponsor (of the month) Logo in the GCATD monthly e-news letter | No | No | 1 | 2 | 12 |
| Company info article in newsletter | 1 per year | 1 per year | 1 per year | 2 per year | 4 per year |

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1: Program level sponsorship discount packages are available:

- 3 programs ($400)
- 6 programs ($800)
- 9 programs ($1200)
- 10 programs ($1300)

Program sponsors can choose which programs and the number they would like to sponsor. The program sponsor's logo will appear on the web site during the month(s) of sponsorship.

2: Sponsors are not obligated to provide door-prizes but may choose to provide one to market a product or service and to collect business cards. **Note: If you are using door prizes to collect contact information, that purpose must be clearly communicated to the participants**.

- Program sponsors have the opportunity to provide a door prize at the monthly program they sponsor.
- Conference sponsors may choose to offer a door prize at their table.
- Chapter sponsors have the opportunity to provide a door prize at any of the monthly programs and at their table at the Fall Conference.

3: Conference web site months are from the date of payment to the date of the fall conference. Chapter sponsors web site months are for one year from the time they become sponsors.

4: Total paid program registrations per year.