

<b>Chapter Name</b>	Greater Cincinnati
<b>Chapter Number (ex. CH0000)</b>	CH3044
<b>Chapter Location (City, State)</b>	Cincinnati Ohio,
<b>Chapter Membership Size</b>	Medium (100 - 299)
<b>Contact Person for this Submission:</b>	Pam Nintrup
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<b>Phone Number:</b>	(513) - 519 - 1392
<b>Chapter Board Position:</b>	VP Strategic Partnerships
<b>Chapter Website URL:</b>	<a href="http://GCATD.org">http://GCATD.org</a>
<b>Submission Title:</b>	Sponsorship Package
<b>Submission Description:</b>	We created a comprehensive package of sponsorship options so companies can support our chapter for monthly events, our conference or at the chapter level.
<b>Need(s) Addressed? Please be specific.</b>	This sponsorship document outlines the package in clear detail and makes soliciting sponsors for our events and conference much simpler. Potential sponsors are able to see exactly how they are spending their money and the benefits they will derive from doing so.
<b>What is your chapter's mission?</b>	GCATD is the "go to" resource for best, emerging and relevant practices for connecting workplace leaders.
<b>How does this effort align with your chapter's mission (Please provide specific examples)?</b>	<p>This program allows us to connect workplace leaders with vendors that provide needed tools and services and learn about them without the pressure of individual sales calls. We solicit organizations that provide the best and newest resources for our members.</p> <p>For example, our Chapter Level sponsor for 2019 provided door prizes at most of our events along with handouts of their services. Some of the door prizes included best-selling books and free workshops to the winners. Feedback from our attendees was excellent! And, feedback from the sponsor was that they made many meaningful connections that helped build their business.</p>
<b>National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.</b>	<p>Our sponsorship program empowers talent development leaders to learn about the latest and greatest tools and services available in the workplace.</p> <p>For example, Our 2019 Conference sponsors included experts in Immersive Learning/Gaming Design, using Escape Rooms in training, LMS systems, Agile learning and e-development, Coaching Certifications, and a number of other services and tools. Higher level sponsors were given the opportunity to provide a 20-minute demonstration of their products to a captive, interested audience as attendees selected what they wanted to learn more about.</p>
<b>Target Audience: (Who will benefit/has benefited from this effort?)</b>	Any chapter who wants to build their sponsorship options and bring in more sponsor income. Our sponsorship program brought in over \$13,500 in 2019.
<b>Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)</b>	Volunteers were used for sponsorship solicitations. Our sponsor candidate list was divided and we provided templates for e-mails, the program handout and a few scripts for phone calls. This did not cost the chapter any money out of pocket, our administrator tracks the signed sponsors and their use of benefits as well as invoices and payments.
<b>How did you implement: (please give a brief description)</b>	We created the program document and then identified potential volunteers to conduct the solicitations. We provided them with access to a tracking sheet (stored in a Dropbox), some templates for e-mails and scripts for phone calls. We also set up sponsorship options on our website to make it easy for sponsors to sign-up and pay. We include links in our e-mails.
<b>What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience)</b>	Our sponsorship program brought in over \$13,500 in income in 2019. Some sponsorships include memberships so our members also increased somewhat. Our members and sponsors all indicated they are very satisfied with the

**satisfaction levels, publicity for the chapter or for the profession, etc.)**

benefits of the program and the ease with which they can connect at events. Because we solicit many organizations starting at the beginning of each year, the chapter and profession are often top of mind for our sponsors as a great way to reach their target audience (our members).

**Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**

Make sure your program provides a clear definition of the benefits, costs and options to potential sponsors.  
Develop a team, led by a Director of Sponsorships, to oversee all solicitations to ensure there aren't duplications or gaps. Have each team member track their contacts and results in a common place so the Director can see if they need assistance.  
Make it as simple as possible for the volunteers to execute the solicitations and tracking.

**Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):**

This program was developed as our need for sponsors grew and we streamlined our processes. We used prior sponsorship solicitations and documents to create the comprehensive program. It was drafted and then our Board reviewed and commented on it. Our goal was to appear professional to our sponsors by ensuring the process was clear, easy to follow and tracked throughout. We calculated the value of the benefits for each type of sponsorship to ensure sponsors were getting a good value.

**Please attach any documents that help support this submission: (additional documents and documents over 2MB should be sent to sos@td.org)**

 [GCATD 2019 Chapter Sponsorship Program.pdf](#)

**additional supporting documents:**

 [Sponsor solicitation templates.docx](#)

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**How did you become familiar with the Sharing Our Success (SOS) program?**

Other

**If you selected "other", please explain your response.**

Have been a chapter leader for > 10 years and submitted a few SOS's - don't remember how I first learned of the opportunity.

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

Yes