**2012 SOS Submission: Central Florida**

**Sponsorship and Advertisement Media Kit**

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| **Chapter Name**  | Central Florida |
| **Chapter Number (ex. CH0000)**  | CH9133 |
| **Chapter Location (City, State)**  | Orlando, Florida |
| **Chapter Membership Size**  | Medium (101 - 300) |
| **Contact Person for this Submission:**  | Rene' N. Ledford |
| **Email Address:**  | marketing@cfc-astd.org |
| **Phone Number:**  | (321) - 397 - 5234 |
| **Chapter Board Position:**  | VP of Marketing |
| **Chapter Website URL:**  | <http://cfc-astd.org> |
| **Submission Title:**  | Sponsorship and Advertisement Media Kit |
| **Submission Description:**  | Several CF Chapter leaders (VP of Marketing, VP of Communications, Director of Social Media and Director of Sponsorships) collaborated to create a media kit that both promotes the Chapter and outlines a menu of advertising and sponsorship opportunities for businesses and organizations. This document can be forwarded electronically to follow-up with inquiries and for use in ongoing development efforts by marketing, sponsorship and other chapter leaders and volunteers. The kit can be accessed via the Chapter website and has been made available at chapter events.  |
| **Need Addressed:**  | 1) Increase revenue to ensure Chapter financial stability and keep member costs low2) Raise profile of chapter among local and national businesses and organizations |
| **Does this effort align with your chapter's mission?**  | - Yes |
| **Does this submission align with ASTD's mission?**  | - Yes |
| **Target Audience:**  | Chapter Leaders |
| **Costs/Resources Used: (include any funding you were able to get through donations, contributions, barter, etc. and how you went about getting these resources. Also include how much volunteer/board member time this effort took)**  | The combined efforts of the Director of Social Media, Director of Sponsorships, VP of Marketing and VP of Communications to develop the media kit and to add/update the chapter website equated to approximately 25 hours. Expense for this project was $0 and will continue to be cost neutral due to the following: 1) Media kit is forwarded electronically via email and/or can be downloaded from the chapter website and 2) The printing cost for any hard copies needed for personal distribution is donated. |
| **How did you implement: (please give a brief description)**  | In early 2011 the new VP of Marketing (Rene' Ledford) and VP of Communications (Anita Torres) recognized the benefits of consolidating revenue generation and other efforts for the chapter. Historically Marketing has been responsible for Sponsorships while Communications processes advertisements. Both VPs had also developed mutual 2011 goals to increase social media efforts and the 2011 board also added two new positions, under the direction of the VP of Marketing: Director of Sponsorships (Joe Perry) and Director of Social Media (Kendra Minor). The media kit is the result of the combined efforts of these four individuals. The VP of Marketing and Director of Sponsorship had created an emailable menu of sponsorship opportunities and the VP of Communications revised advertising. With experience in developing media kits, the Director of Social Media took the lead on drafting the combined Advertising/Sponsorship document. And the VP of Marketing finished the document. After several revisions, the kit was first used May 2011 and after piloting with several vendors was finalized August 2011. |
| **What were the Outcomes: (include financial, membership increases, target audience satisfaction levels, publicity for the chapter, and of the profession)**  | 1) Sponsorships and advertising agreements increased annual revenue for the Chapter without an increase in membership fees from $75 in 2010 to $2,070 in 20112) Increased visibility of the chapter as a leading business networking resource3) Streamlined efforts of communications and marketing volunteers and ensured consistent messaging4) Assisted at least two other Chapters (Greater Boston ASTD Chapter; Northeast Florida) by sharing our completed product |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | 1) Keep revenue goals realistic: Ignoring the fact that all four of us were new leaders; there had never been a targeted effort to generate revenue in previous years, and the board experienced some turnover early in the year, we set our financial goals too high and it took a little longer to get a finished product. 2) Get input and editing help from members - The document represents the chapter and ASTD so it must be perfect and professionally presented. We also got feedback from a small focus group that it would be helpful to create a scaled down version for mass distribution to members and potential vendors and use the full packet for prospectives. We are developing a 1 page two-sided brochure this year.3) Get feedback, if possible from business leaders to determine whether the benefits offered are indeed desired. We also plan to make the menu more ala carte in order to increase flexibility and choice for the advertiser or sponsor.  |
| **Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice.**  | "Working with Vendors" toolkit |
| **Please attach any documents that help support this submission: (additional documents should be sent to** SOS@astd.org**)**  |  [Marketing Kit\_v4 rev8-4-11.pdf](http://forms.astd.org/download.php?q=Zm9ybV9pZD0xMSZpZD0zMCZlbD1lbGVtZW50XzE2) |
| **additional supporting documents:**  |  [Marketing Kit\_v4 rev8-4-11.pub](http://forms.astd.org/download.php?q=Zm9ybV9pZD0xMSZpZD0zMCZlbD1lbGVtZW50XzIy) |

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