

## CHAPTER SPONSORSHIP PROGRAM 2025

The Association for Talent Development (ATD) St. Louis Chapter can help you promote your organization! By sponsoring our chapter, you can market your business to the St. Louis learning and development community.

We have over 2000 area contacts, with an even broader reach in the Eastern Missouri and Southern Illinois region due to our regional partnerships. Your organization will benefit from ongoing exposure to current and potential clients through our website, announcements at chapter events, and presentations throughout the year.

<b>Sponsorship Benefits (One year term)</b>	<b>Bronze Level \$500/year</b>	<b>Silver Level \$750/year</b>	<b>Gold Level \$1000/year</b>	<b>Platinum Level \$1500/year</b>
<b>Membership:</b> Local 1-year membership(s) for you and/or your employee	Partner discounted membership	Partner discounted membership	1 (\$85 value)	2 (\$170 value)
<b>ATD STL Web Page:</b> Logo with link to your website	✓	✓	✓	✓
<b>Chapter Events:</b> Spotlight of your new sponsorship at one chapter event and social media post	✓	✓	✓	✓
<b>Chapter Events:</b> Brief mention of your sponsorship at each chapter event	✓	✓	✓	✓
<b>Chapter Events:</b> Be a featured presenter at one regular chapter event				✓
<b>Conference:</b> Admission to Annual LEARN Conference	Partner discounted admission	1 (~\$300 value)	2 (including presenter) (~\$600 value)	3 (including presenter) (~\$900 value)
<b>Conference:</b> Logo on marketing materials for conference	✓	✓	✓	✓
<b>Conference:</b> Sponsorship acknowledgment during the opening presentation	✓	✓	✓	✓
<b>Conference:</b> Vendor table set-up in prominent location (based on sponsorship level)		✓	✓	✓
<b>Conference:</b> Promo materials in participant welcome bags		✓	✓	✓
<b>Conference:</b> One-hour presentation / product demo during rotations*			✓	✓
<b>Conference:</b> Spotlight presentation OR video during lunch session				✓

\*Our conference offers rotations where participants select the topics that interest them the most.

# ABOUT US

## ATD St. Louis Chapter

### 2025 OVERVIEW



**ATD St. Louis Chapter is a non-profit organization that promotes lifelong learning and professional development through responsible action in support of the members and communities that we serve.**

*"ATD St. Louis has helped me to connect with other likeminded learning professionals. I enjoy volunteering and will continue to do so because they are such a fun group!"*

– ANONYMOUS CONFERENCE VOLUNTEER

	DETAILS	VALUE
<b>230+</b> direct members in STL metro area	Our membership spans regional areas from both central and southern Missouri and Illinois. Membership includes L&D leaders, professionals, and consultants.	Visibility to our member network as a highlighted sponsor on our website, during events, and at our annual regional conference
<b>45+</b> Development & networking sessions annually	We offer virtual and in-person events based on trends in the industry and feedback from our members. This includes events with our regional partners.	Share your business's information with our contact base as part of our communication strategy
<b>5000+</b> Geographic contact reach through partnerships	We partner with ATD Chapters in Chicago and Kansas City to cross-promote development opportunities. We also have local partnerships with St. Louis area local L&D communities.	Expansive extended network reach across the region

## 2024 Funding summary

Conference

\$12,000

Sponsors

\$6,000

Membership

\$13,000

## Acknowledgements

Our chapter is solely run by volunteers. Each volunteer plays a role in ensuring a valuable experience for our members. Thank you to each person who has given a part of themselves towards the betterment of L&D in our community.

Connect with us on LinkedIn

ATDSTL.ORG

email [presidentelect@atdstl.org](mailto:presidentelect@atdstl.org)  
for more info