

Sharing Our Success (SOS) Submission Form

Chapter Name: Greater Atlanta

Chapter Membership Size: Large (300+)

Chapter Contact Person: Cornelius Dowdell

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Phone Number:

Chapter Board Position: President

Chapter Website URL: www.atdatlanta.org

Submission Title: Revamping Your Chapter Sponsorship Packet(s)

What did you do? (a 2-3 sentence summary of your effort):

Our previous sponsorship packet needed to be updated and revamped to maximize the full potential of attracting sponsors and identifying the sponsor value proposition. We were able to build out a more structure sponsorship offer that tiered our sponsorships, added advertising rates and social media content curation. We were also able to develop a separate Conference Sponsorship Packet to attract more vendors.

Who benefitted from this effort (Target Audience) Check all that apply:

Chapter Members
Chapter Volunteers
Chapter Sponsors
Chapter Partners
Potential Chapter Members

Why did you do it? What chapter needs were addressed?

Chapter sponsorship has been on a decline over the past five to ten years. Only able to solicit about \$3K annually (if that) we were not providing value to our members nor our sponsors, even though we are one of the largest talent develop chapters in the nation. So we needed to identify our Chapter Value Proposition and align it with our Sponsor Value Proposition. We also needed to highlight our Signature Events that needed sponsorship to fully execute, they were getting lost in the day-to-day communication and we did not have them branded properly to highlight the value add for the sponsor to support. Additionally, independent consultants who wanted to do business with the chapter didn't have a tier to provide sponsorship or offerings to the chapter that allowed them access.

So we developed Tier Chapter Level Sponsors, Tier Event Level Sponsors, Added levels that allowed for Independent Consultants/Small Firms to gain value, Highlighted our Signature Event Programs, Added Chapter Digital Reach - Analytics and Data, Added A La Carte Options for sponsorship (meetings, event, items), Advertising Rates and Sponsored Content Rates to offer to our sponsors.

Due to the largest of our membership and their request for resources and support at times, now we are able to have a strategic conversation with potential sponsors on how they can partner with the chapter to gain access to our membership, businesses and stakeholders and the chapter can financially benefit.

Additionally, we established a Conference Sponsorship Packet that allowed for our vendors to maximize the expo feature to our conference with more options to engage our membership and the Greater Atlanta Area.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

We have seen an increase in Chapter Sponsorships from 1 main sponsors at the beginning of 2021 to Ten sponsors across a variety of tiers by August 2021 with more pending.

Understanding our audience (membership) allowed for us to identify the types of sponsors we needed for the chapter. We now have a strategic measurable of obtaining the following:

Chapter Level

2-Vision Level Sponsors

2 Alliance Level Sponsors

5 Connector Level Sponsors

10+ Friend Level Sponsors

Event Sponsors (We have 8-10 Signature events

We need to obtain up to 10 Event Sponsors (Vision and Alliance Level comes with this option)

We would like up to 15 - 20 Atlanta Conference Expo (ACE Conference) sponsors as well. We have a separate Sponsorship packet specifically for our ACE Conference

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

The Executive Board took a strategic look at the chapter and the financial health of the organization and decided that we needed to set goals for fundraising and sponsoring of our events and activities. Including funneling ALL requests to offer programming, workshops, events, etc to our members FROM OUTSIDE entities to become a Chapter or Event Sponsor. Our sponsorship packets now offer value add to all parties (Chapter, Members, Sponsor).

We researched our industries and market, other organizations who had sponsorship packets online and their offers. Then we meet with our Marketing Consulting Team that helped up developed the packet and supplied additional information about tiered levels. We also needed to ensure we were asking for the right amount of monies compared to the market area we were in vs smaller or larger cities. Understanding the audience in which whom would receive this sponsorship packet is important as well. Sponsorships are normally provided through the Marketing or Business Development/Sales arms of businesses - THIS IS IMPORTANT.

The packet needed to let sponsors know who we are, our mission, values, purpose, targeted reach and value add. It also needs to provide the Audience in which the sponsors will be targeting (decision makers and professional industries and job titles. We provided a highlight of the organizations and members who are apart of the organizations - in which the sponsors will have access to as well.

Is there anything you would do differently?

Hire a business development professional to manage sponsorships, communications and the relationships. This becomes a full-time job the more sponsors you obtain because you have to ensure that their deliverables get met monthly, content is posted, logos are placed, etc.

When did you start working on this effort?

Mar 01, 2021

When did this effort go live?

Jun 01, 2021

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

60

What resources did you use? Check all that apply:

Chapter funds
Sponsorships/Partnerships
Board Members

How much money was spent?

1500

Was this an in-kind or monetary sponsorship? If monetary, how much was provided? Who were your partners/sponsors? How did you solicit sponsors? Marketing Consultant donated time to support the develop of this effort and communications

Which board positions were involved in the effort? President, President Elect, VP of Strategic Partnerships, CFO, VP of Marketing Communications

Do you have any additional insights to share with other chapters implementing this effort? Understanding the audience in which whom would recieve this sponsorship packet is important as well. Sponsorships are normally provided through the Marketing or Business Development/Sales arms of businesses - THIS IS IMPORTANT.

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org) <https://www.formstack.com/admin/download/file/11294433477>

additional supporting documents: <https://www.formstack.com/admin/download/file/11294433478>

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How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply: Chapter Leader
ATD Chapter Leaders Conference (ALC)
National Advisors for Chapters (NAC)
NAC Area Call
Leader Connection Newsletter (LCN)
Chapter Relations Manager (CRM)
Chapter Leader Day (CLD)
Success Series

Would you be willing to apply 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. Selected session facilitators receive complimentary registration. Yes

email_consent true
