



**atd** GREATER ATLANTA  
CHAPTER  
Association for  
Talent Development

# 2021 SPONSORSHIP PACKET

[atdatlanta.org](http://atdatlanta.org)



# ABOUT

Established in 1955, the Greater Atlanta Chapter is one of the largest ATD Chapters in the country and recognized as a thought leader with multiple awards. We are a regional, non-profit association of talent development professionals, providing our members with a forum for the exchange of professional development opportunities and resources as they strive to improve workplace learning and performance.

The ATD Greater Atlanta Chapter is governed by volunteer leaders who represent all aspects of the training and human resources development profession. These leaders utilize their management, marketing and technical skills to plan, administer, and implement the policies, programs and projects of the Chapter. Through their guidance, the organization serves the educational and professional development needs of its members.

# OUR AUDIENCE

ATD GREATER ATLANTA HAS 341 MEMBERS INCLUDING:

- Talent Development Professionals and Organizational Teams
- HR/OD Professionals
- Independent Consultants
- Trainers and Facilitators
- Instructional Designers
- Learning, People and Talent Managers
- Learning Technologists

# PARTNERSHIPS



ORGANIZATIONAL MEMBERS INCLUDING:



# NATIONAL BRANDS WITH MEMBERS OF ATD ATLANTA





# SIGNATURE PROGRAMS

The ATD of Greater Atlanta signature events provide a platform for your brand to increase awareness and engage with our members.



## EVENT REACH

### CONFERENCE ATTENDANCE

- More than 250+ Attendees (ACE2019)
- Event Registration
  - 60-75% Event Conversion Rate  
(actual attend of registrants)



# DIGITAL REACH

## SOCIAL MEDIA

- LinkedIn: 1,300
- Facebook: 848
- Twitter: 1893
- Instagram: 197

## WEBSITE

- Average 8,000 hits a month on home page
- Average 9,000 page views per month on our total website

## NEWSLETTER SUBSCRIBERS

- More than 3500 subscribers

# ATD ATLANTA CHAPTER SPONSORSHIPS

BENEFITS	VISION \$10,000	ALLIANCE \$7,500	CONNECTOR \$5,000	FRIEND \$2,500
Use of <i>ATD-ATL Annual Sponsor</i> logo for your promotions	✓	✓	✓	✓
ATD-ATL Membership(s)	10 Memberships	8 Memberships	5 Memberships	3 Memberships
Special Event Sponsorship	Advocate Level	Supporter Level		
Advertisements in E-newsletters	12 ads including video opportunity with premium placement	12 ads with premium placement	12 ads	6 ads
Registrations to Monthly Events (excluding certifications)	10 Registrations	7 Registrations	6 Registrations	4 Registrations
Listed as an Annual Sponsor in all E-newsletters	✓	✓	✓	✓
Promotional Information at Chapter Events ( <i>available upon request</i> )	✓	✓		
Content Marketing Campaign	6 Podcasts*, 12 Blogs and Monthly Social Media Campaign	3 Podcasts*, 6 Blogs and 6 Months Monthly Social Media Campaign	One Podcast*, Three Blogs and Three Social Media Posts	One Blog and One Social Media Post
Logo listed on the ATD Sponsors Page Linked Back to your Company Website	✓	✓	✓	✓
Logo listed in the Footer of all ATD Atlanta Web Pages	✓	✓		

\* Podcast contingent on mutual availability between the sponsor and a chapter delegate. In case of conflict, medium is subject to change.

# ATD ATLANTA EVENT SPONSORSHIPS

BENEFITS	INVESTOR \$4,500	ADVOCATE \$3,000	SUPPORTER \$1,500
Use of "ATD-ATL Annual Sponsor" logo for your promotions	✓	✓	✓
In-Event Opportunity	Welcome Remarks from Learning and Development Company Representative	Video Opportunity	
Advertisements in Event -Blasts	Including video opportunity with premium placement	Premium placement	✓
Registrations to Event	9 Registrations	6 Registrations	3 Registrations
Promotional information at Event	✓	✓	
Content Marketing Campaign	3 Podcasts*, 6 Blogs and Social Media Campaign	1 Podcasts*, 3 Blogs and Social Media Campaign	1 Blog and Three Social Media Posts
Logo listed on a the ATD Sponsors page linked back to your company website	✓	✓	✓
Logo on Event Page	✓	✓	✓

Sponsorships available per event, including: APTD/CPTD Study Groups, Employee Learning Week, Leadership Academy, Mentorship Program, Senior Learning Leaders Forum, Trainer Showdown and Virtual Book Club. Excludes ACE Conference.

\* Podcast contingent on mutual availability between the sponsor and a chapter delegate. In case of conflict, medium is subject to change.



# A LA CARTE EVENT SPONSORSHIPS

BENEFITS	CHAPTER MEETING \$1,500	VIRTUAL EVENT \$1,500	FRIEND OF CHAPTER \$1,000
Use of "ATD-ATL Annual Sponsor" logo for your promotions	✓	✓	✓
Advertisements in Event -Blasts for specific event sponsorship	✓	✓	
Registrations to Event	5	5	2
Promotional Information at Event	✓	✓	
Content Marketing Campaign	1 Blog and 1 Social Media Post	1 Blog and 1 Social Media Post	Social Media Post
Recognition on ATD Sponsors page linked back to your company website	Logo	Logo	Name Listed on Sponsor Page

*Includes Single/One-Off Events Hosted by Sponsor and Communities of Practice Events*

## ADVERTISING RATES

<b>WEBSITE</b>	<b>\$100 a month/\$1000 for year</b>
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<b>E-NEWSLETTER</b>	<b>\$50 a month/\$500 for year</b>
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<b>VIDEO COMMERCIAL AD</b>	<b>Chapter Event - \$500 Event - \$1000</b>
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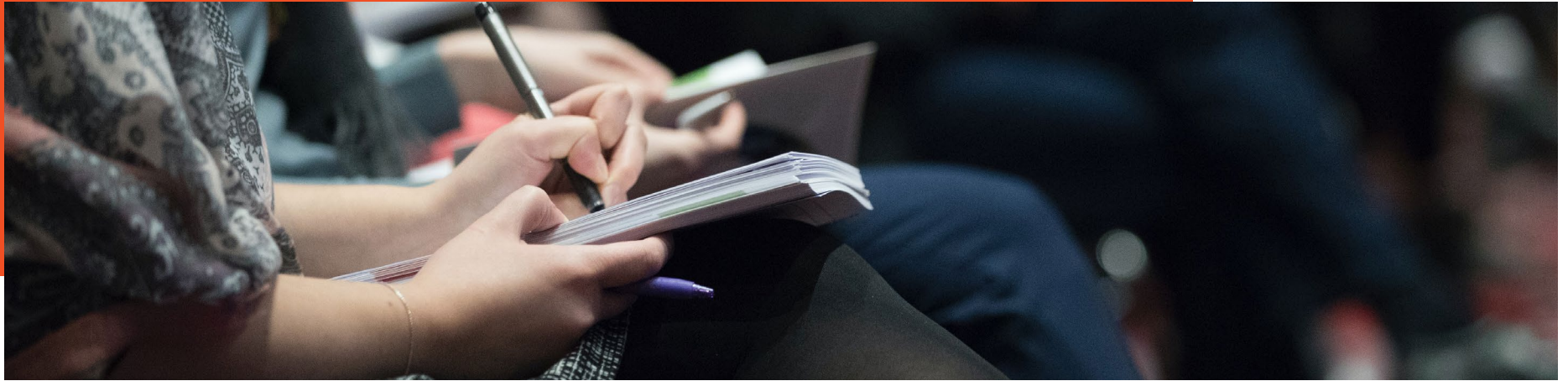
## SPONSORED CONTENT RATES

<b>SOCIAL MEDIA POST</b>	<b>\$50 a post/\$500 for year monthly post</b> <i>Custom opportunities available</i>
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<b>BLOG POST</b>	<b>\$100 a month/\$1000 for year</b> <i>Custom opportunities available</i>
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<b>PODCAST</b>	<b>\$200 per podcast</b> <i>Custom opportunities available</i>
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\* Podcast contingent on mutual availability between the sponsor and a chapter delegate.



# BECOME A SPONSOR

Thank you for your interest in becoming an ATD Greater Atlanta sponsor!

To become a sponsor, visit [atdatlanta.org/become-a-sponsor](https://atdatlanta.org/become-a-sponsor). Complete the form on the page to select the type of sponsorship and make your payment. We will reach out to the point of contact provided to gather any additional information we need from you, including an updated company logo.

Please email [sponsors@atdatlanta.org](mailto:sponsors@atdatlanta.org) for questions.



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