

A photograph of the Dallas skyline at sunset. The AT&T Tower is the central focus, with its distinctive spherical observation deck. To its left are several modern glass skyscrapers. The sky is a mix of blue, orange, and yellow, with the sun low on the horizon to the right. The foreground shows some trees and a building roof.

# atd

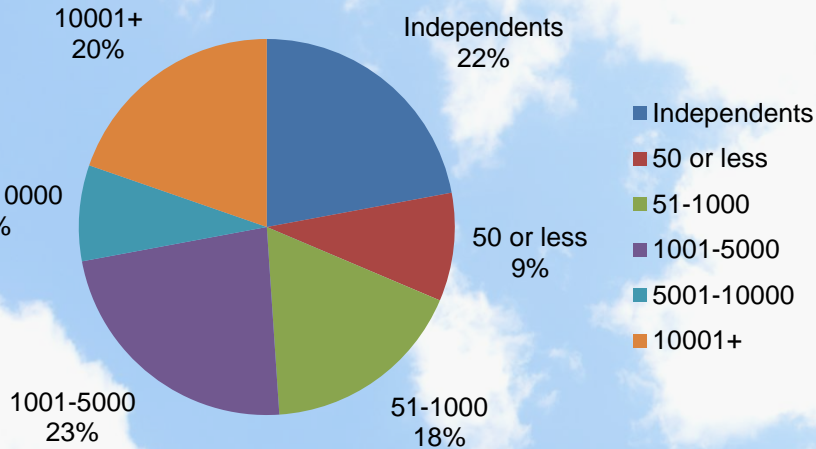
Association for  
Talent Development

**Dallas Chapter**  
2016 Sponsor  
Prospectus

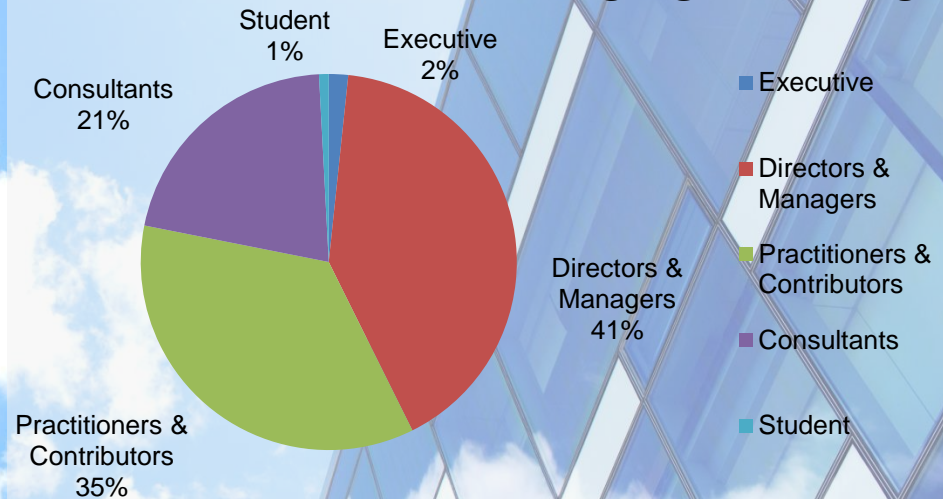
2/11/2016

# Membership Profile

## ORGANIZATION SIZE



## LEVEL IN THE ORGANIZATION



## Organizations represented in ATD Dallas membership

- 7-Eleven
- Atmos Energy
- Bio-Rad Laboratories
- Brinker International
- Children's Health
- Citibank
- City of Dallas
- Conifer Health Solutions
- Dallas Baptist University
- Dell, Inc.
- FedEx Office
- Federal Reserve Bank
- Fidelity
- Frito-Lay
- Flowserve
- GameStop
- JC Penny
- Lockheed Martin
- Mary Kay
- Med Assets
- McAfee
- Nationstar Mortgage
- Neiman Marcus
- Dior One
- Santander
- Samsung
- Southwest Airlines
- Sendero
- Texas Health Resources
- TIAA-CREF
- TXU Energy
- United Supermarkets LLC
- University of North Texas System
- Wells Fargo Bank, NA
- Yerevan

# SWLS Sponsorship

Benefits	Platinum \$3250	Gold \$1750	Bronze \$1000
Booth size*	20' X 10' Premium	10' X 10'	10' X 10'
Booth staff – includes meals & admission to breakout sessions*	4	2	2
Guest event registration for event	4 guests	2 guests	
Chapter memberships	4 Transferable	2 Individual	Renewal discount for exhibitor staff
Sponsor speak for 2 minutes	✓		
Sponsor recognized in opening remarks	✓	✓	✓
Inclusion in Printed Program	Full Page Ad	Half Page Ad	Inclusion in program list of exhibitors
Promotional material (1 piece) to attendees in Conference Tote bag	✓	✓	✓
Sponsor logo on website	✓	✓	✓
Advertisement on website	Thru December	3 months	
E-Blast – logo announcing exhibitors	✓	✓	✓
Use of Dallas ASTD Logo on website	✓	✓	✓
Logo in event PowerPoint	✓	✓	✓

\*All booths are 10'x10', carpeted, with table, 2 chairs and electricity. Optional equipment available through venue

\*Limit 2 people per booth included – additional booth personnel must register as attendee  
Giveaways (non-food) and drawings are allowed

For more information, contact Tracy Oosterman [sponsorship@tddallas.org](mailto:sponsorship@tddallas.org) or (404) 803-0020

Ask about saving 15% when sponsoring SWLS and AXIS at the same level.

# AXIS Sponsorship

Benefits	Platinum \$2500	Gold \$1200	Silver \$750
Complimentary Event Seats	1 table (8 guests)	4 guests	2 guests
Chapter memberships	4 Transferable	2 Individual	1 Individual
Sponsor recognized in opening remarks	✓	✓	✓
Short presentation shared	✓		
Inclusion in printed program	Large logo in program	Small logo in program	Small logo in program
Sponsor logo on website	✓	✓	✓
Ad featured on tddallas.org	Thru December	3 months	
E-Blast including logo	✓	✓	✓
Use of Axis Award Sponsor Badge/Widget for Social Media	✓	✓	✓
Logo in event presentation	✓	✓	✓

For more information, contact Tracy Oosterman [sponsorship@tddallas.org](mailto:sponsorship@tddallas.org) or (404) 803-0020  
Ask about saving 15% when sponsoring SWLS and AXIS at the same level

# Chapter Sponsorship

Benefits	Gold \$4500	Silver \$2000	Special Event \$1200	Meeting \$750	Meeting Co- Sponsor \$500
Transferable Corporate Memberships	5	2	2	1	1
Attendee registrations per meeting	5	2	2	1	1
Table in Reception Area	✓	✓	✓	✓	✓
Sponsor speak for 2 minutes	✓			✓	
Logo in welcome PowerPoint presentation	✓	Recognition at event	Recognition at event	Recognition at event	Recognition at event
Southwest Learning Summit Booth	✓				
Logo in rotation on Chapter Home Page	1 yr.	1 yr.			
Banner/Ad on Events Calendar page	1 yr.	1 yr.	1 yr.		
Logo/Ad on Event Registration page	✓	✓	✓	✓	✓
Logo/Ad in E-blasts	1 yr	6 months		1 mo.	

# Additional Sponsorship

## Website

Square 125x125

Location	3 months	6 months	12 months
Home page	Reserved for Major Sponsors		
2 <sup>nd</sup> Level Page	\$750	\$1200	\$1750

## E-Blasts

e-Blasts are distributed to over 2,500 members and friends of the chapter. They include upcoming events and other information. Ads are placed in the left or right side column.

Size	6 months	12 months
Ad – Rectangle ( 160x300 pixels)	\$1000	\$1500
Ad – Square ( 125x125 pixels)	\$600	\$900