

The background of the top half of the page is a photograph of the Dallas skyline at dusk or dawn. The Reunion Tower is the most prominent feature, with its spherical observation deck glowing. Other skyscrapers are visible in the background. The ATD logo is overlaid on the left side of the skyline.

# atd ATD DALLAS

Association for Talent Development

## CHAPTER

**P**artnering with the Association of Talent Development Dallas Chapter connects your business to more than 400 Workplace Learning and Performance Professionals

**Our members are your clients and potential clients. Sponsorship allows you and your team to stay top of mind throughout the year giving your company a competitive advantage.**

ATD Dallas is the local chapter of the international ATD professional association. ATD is the world leading organization focused on the promotion and advancement of workplace learning and performance.

Incorporated in 1980, ATD Dallas has over 400 members with a variety of backgrounds, including corporate directors, training managers, instructional designers, delivery facilitators, OD specialists, e-learning specialists, external consultants, and newcomers to our profession.

Member companies include Fortune 500 organizations, non-profits, government, and mid-size and small businesses.

Sponsorship and advertising with ATD Dallas allows you to reach a large targeted audience of Dallas talent development professionals in a cost-effective way.

Our members benefit in several ways:

- *Professional development experiences*
- *Access to talent development best practices*
- *Resources*
- *Involvement for personal growth*

If you offer product or service that supports Workplace Learning and Performance (WLP), choose ATD Dallas as your partner.

Our members are involved in recommending and approving expenditures within their organizations for your products and services.

## Annual Sponsorship Opportunities

Unique Benefits	Gold (\$4,500)	Silver(\$2,000)	Bronze (\$1,200)
Use of "ATD-Dallas Annual Sponsor" logo for your promotions	●	●	●
Profile of your company on the ATD-Dallas website	●	●	●
ATD-Dallas Membership	5 Memberships	3 Memberships	1 Membership
Advertisements in E-newsletters	24	12	6
Registrations to monthly meetings	6 Registrations	4 Registrations	2 Registrations
Logo listed on ATD-Dallas Website linked back to your company website	●	●	
Listed as an Annual Sponsor in all E-newsletter	●	●	
Promotional information at all events (must request)	●	●	
One LinkedIn post	●		
One Chapter Meeting sponsorship (includes 2 minutes to speak)	●		
One Southwest Learning Summit Bronze Sponsorship (includes exhibitor table)	●		
One AXIS Awards Bronze Sponsorship	●		

## Sponsor a Special Event



**Chapter Meetings**



**Webinars**



**Communities of Practice**



Association for  
Talent Development

We are also happy to create a CUSTOM SPONSOR PACKAGE to best meet the needs of your company. There are a la carte options available.

To learn more and to sign up as a sponsor, please contact:

**Tracy Oosterman Thompson**

**One More Sponsor**

[tracy@onemoresponsor.com](mailto:tracy@onemoresponsor.com)

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