



# atd ATD ATLANTA

## Association for Talent Development

# CHAPTER

**P**artnering with the Association of Talent Development Greater Atlanta Chapter will connect your business to more than 650 Workplace Learning and Performance Professionals

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

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.

Sponsorship and advertising with ATD Greater Atlanta allows you to reach a large targeted audience of Greater Atlanta talent development professionals in a cost-effective way. If you offer a product or service that supports Workplace Learning and Performance (WLP), choose ATD Greater Atlanta as your partner.

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

### Highlights of our chapter include:

- *Five monthly meetings with dynamic, nationally and internationally-known speakers.*
- *A monthly e-Newsletter.*
- *Social media connections and web-based learning opportunities.*
- *Communities of Practice.*



## Annual Sponsorship Opportunities

Unique Benefits	Gold (\$5,500)	Silver(\$3,000)	Bronze (\$2,000)
Use of "ATD-ATL Annual Sponsor" logo for your promotions	●	●	●
Profile of your company on the ATD-ATL website	●	●	●
ATD-ATL 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-ATL 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 targeted Atlanta radio broadcast	●		

## 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:

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