



## ABOUT ATD DALLAS

The Dallas Chapter of the Association of Talent Development (ATD) was founded in 1947 and today is considered one of the largest in the country. Our chapter boasts a vibrant community of over 330 learning and talent development professionals who are changing their organizations for good. We believe that talent isn't just our business, it's who we **A.R.E.**! At ATD Dallas we offer our members, **A**ccess, **R**ecognition, and **E**xpertise.

We are on a mission to make Dallas the "*Talent Development Capital of the World.*" As we strive to do so, we welcome you to join the movement, as we can't do it without YOU!

## ABOUT OUR MEMBERS

ATD Dallas membership is comprised with talent development professionals from over 200 companies! Member companies include Fortune 500 organizations, non-profits, government, and mid-size and small businesses.

### Job Roles Include:

- Learning & Talent Development Leaders
- Human Resources Business Professionals
- Organizational Development Managers
- Trainers and Facilitators
- Leadership Development Coaches
- Instructional Designers
- People Development & Operations Managers
- Learning Specialists & Technologists
- Talent Management Professionals
- Independent Consultants

### Companies with 3 or More Members:

- Children's Health
- City Electric Supply
- DFW International Airport
- Exeter Finance
- FranklinCovey
- GM Financial
- North Texas Tollway Association (NTTA)
- Sendero Consulting
- Southwest Airlines
- Toyota

## THREE WAYS TO PARTNER WITH US

1. Get involved at the [chapter level](#) to build brand awareness while connecting, engaging, and networking with our 330+ members
2. Take a targeted approach by sponsoring one of our Signature Events ([AXIS](#) or [SWLS](#))
3. Explore options to [advertise](#) with us through our website, chapter emails, or social channels

## CHAPTER SPONSOR LEVELS & BENEFITS

By sponsoring the ATD Dallas Chapter, your organization will be able to share your brand with learning and talent development professionals throughout the Dallas-Fort Worth Metroplex. Select which approach or level aligns to your needs to promote your businesses.

Benefits for You	Chapter Sponsor \$2995	Chapter Partner \$7995
ATD Dallas Membership	Up to 2	Up to 4
Company Information on ATD Dallas Website	Logo/Link	Logo/Link/Video
Company Logo in ATD Dallas Chapter Emails	✓	✓
Social Media Post about the Company from ATD Dallas	2 per Year	4 per Year
Use of ATD Dallas Logo by Company	✓	✓
Monthly Chapter Event (Meeting/Happy Hour) Sponsor	<Add on Option \$500>	1 per Year
Sponsor-led Webinar (marketed & hosted by ATD Dallas)	<Add on Option \$1000>	1 per Year
Company provided article for monthly chapter email	<Add on Option \$250>	4 per Year



Chapter Meeting at SMU



Chapter Meeting at American Airlines Museum



Happy Hour at Lupe Tortillas



Chapter Meeting & Year End Fun at Top Golf



### CHAPTER FRIEND | IN KIND PARTNERSHIP

Some companies provide our members **free access** to their product/service. This type of partnership allows the chapter to extend a special benefit to our members while showcasing your product/service to your target audience and potential customers. We are happy to discuss benefits that may align best in this partnership.

ATD Dallas is proud to host **two signature events** annually that are open to our chapter members, National ATD members, and other professionals in our Talent Development community. We love our sponsors that help make these events possible!



The AXIS Awards recognizes the amazing work being accomplished by Talent Development professionals in businesses across the Dallas metroplex. Businesses submit an application in one of the 11 award categories. They are then invited to attend the luncheon event in May to find out if they won a first or second place award! Most companies bring their entire team to celebrate their success together.

Benefits for our AXIS Awards Sponsors		Silver \$750	Gold \$1200	Platinum \$2500
Before the Event	Logo on AXIS Awards Webpage	✓	✓	✓
	Logo in AXIS Award Chapter Emails & Social Media	✓	✓	✓
	“AXIS Awards Sponsor” Social Media Graphic Provided	✓	✓	✓
	Ad Posted on tddallas.org Homepage			6 Months
During the Event	Complimentary Event Registration	2 Guests	4 Guests	8 Guests
	Logo in Printed Program	Small Logo	Small Logo	Large Logo
	Logo in Event Presentation	✓	✓	✓
	Verbal Recognition from the Emcees	✓	✓	✓
	Short Presentation by Company Representative			✓

The AXIS Awards luncheon and awards presentation will take place on Tuesday, May 16, 2023 at the Plano Event Center. Find out more details at [tddallas.org/AXIS](https://tddallas.org/AXIS).



Professional Networking During Lunch



AXIS Awards Presentation



Team Bonding & Fun Celebrating

For more information, reach out to [axis@tddallas.org](mailto:axis@tddallas.org) regarding the event or to [sponsorship@tddallas.org](mailto:sponsorship@tddallas.org) about these sponsorship opportunities.

# SUPPORT OUR SIGNATURE EVENTS



Southwest Learning Summit is a one-day conference for those who are passionate about learning and talent development in the workplace. Attendees come to elevate their knowledge and skills through the keynote and concurrent sessions while building their network with peers, innovators, and industry-changing vendors. Exhibition space is provided to SWLS sponsors to interact with the over 200 attendees.

Benefits for our SWLS Sponsors		Bronze \$1,100	Silver \$1,600	Gold \$2,350	Platinum \$3,600
Before the Event	Logo on ATD Dallas Chapter Website Page(s)	Sponsor Page	Event & Sponsor	Event & Sponsor	Homepage, Event, & Sponsor
	Logo Included in Chapter Emails about event	✓	✓	✓	Priority Placement
	Use of ATD Dallas Logo on Website	✓	✓	✓	✓
	Video Advertisement on SWLS Sponsor Page			30 Second	60 Second
	Sponsor Details Set Up in Whova App	✓	✓	✓	✓
	Guest Registration to Invite a TD Professional			1 Guest	3 Guests
During the Event	Booth Size	Standard	Standard	Standard	Double
	Booth Staff (Conference Admission & Meals)	1	2	3	4
	Logo displayed throughout the event	✓	✓	✓	✓
	View & Message Attendees in the Whova App	✓	✓	✓	✓
	Video shared from the Main Stage				30 Seconds
After the Event	List of SWLS Attendees			✓	✓
	Message Attendees in the Whova App	✓	✓	✓	✓

Southwest Learning Summit will take place on Thursday, September 28, 2023 at the Plano Event Center. Find more information at [www.tddallas.org/SWLS](http://www.tddallas.org/SWLS) or email [swls@tddallas.org](mailto:swls@tddallas.org).

**Additional Sponsor Opportunities:** Breakfast - \$3000 | Lunch - \$6000 | Happy Hour - \$2000



SWLS Main Stage



Exhibition in the Main Hallway



1:1 Conversation



Concurrent Sessions

Reach out to [sponsorship@tddallas.org](mailto:sponsorship@tddallas.org) regarding these sponsorship opportunities.

## ADVERTISE WITH US

Another way to gain brand awareness in the talent development community is by advertising with us! These are our “a la carte” offerings.

Advertising Option	One Time Cost	6 Months Cost
Advertisement in Chapter Email (Image)	\$100	\$600
Item in Chapter Email (Verbiage+Image+Link)	\$250	<i>Not Available</i>
Advertisement on Website (Homepage)	<i>Not Available</i>	\$750
Video on Website (Homepage)	<i>Not Available</i>	\$1000
Social Media Post	\$150	<i>Not Available</i>

## THE VALUE OF SPONSORSHIP

### Sponsorship and advertising with ATD Dallas allows you to...

- Reach a targeted audience of talent development professionals in a cost-effective way
- Gain visibility as a partner of our chapter by having your logo included on our website and in our member communications
- Give your company the best competitive advantage by attending our monthly meetings and/or Signature events to interact with our members, many of whom are influencers or decision makers
- Be top of mind and our members’ first resource when they are searching for a product or service as a solution to their current needs



## CONTACT US

If you are interested in more information or exploring additional ways we can promote your company or service, contact us at [sponsorship@tddallas.org](mailto:sponsorship@tddallas.org). We look forward to the opportunity to partner with you!



Discover more at [www.tddallas.org](http://www.tddallas.org)

Follow us on [LinkedIn](#)

Register at [www.tddallas.org/Sponsorship](http://www.tddallas.org/Sponsorship)

### At ATD Dallas, We **ARE** Offering...

#### ACCESS

*To a highly engaged TD community*

#### RECOGNITION

*For innovation and execution*

#### EXPERTISE

*Through networking and programming*