



atd ATD DALLAS
Association for Talent Development

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

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

ATD Dallas is the local chapter of the international Association of Talent Development 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, Organizational Development 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. They do outstanding work in the field of Talent Development, including: Leadership Development, Instructional Design and Delivery and Change Management just to name a few.

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 Talent Development, choose ATD Dallas as your partner.

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

Southwest Learning Summit

Sponsor Pricing & Benefits	Headlining	Platinum	Gold	Silver	Bronze
Investment	\$10,000	\$5,000	\$3,500	\$2,500	\$1,500
Booth size	● 10x20	● 10x10	● 10x10	● 10x10	● 10x10
Speaking time on Main Stage	● 3 Min				
Booth staff – includes meals and admission to breakout sessions*	● 5	● 4	● 3	● 2	● 1
Guest Industry registration (Invite a guest within the industry)	● 4	● 3	● 2	● 1	●
Logo in PowerPoint at event	●	●	●	●	●
Logo included in Chapter email announcing sponsors	● Priority Placement	●	●	●	●
Logo on ATD Dallas Chapter website	● Home, Event & Sponsor	● Event & Sponsor	● Event & Sponsor	● Sponsor	● Sponsor
Use of ATD Dallas Logo on website	●	●	●	●	●
List of attendee emails	● 1 Week before and after	● After			
Logo inclusion on conference signage	● All	● Large outside	● Small outside	● Small outside	
Video advert on website	● 60 Seconds	●	●		
Axis Awards 2020	● Silver	● Bronze			

*Each additional booth staff \$149

Exclusive Sponsorship Opportunities:

Mobile App Sponsor	\$4,000
Reception Sponsor	\$2,500
Breakfast Sponsor	\$3,000
Lunch Sponsor	\$3,000
Break Sponsor (2)	\$1,250



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 register as a sponsor please visit:
<https://www.tddallas.org/2020-Sponsors>

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