



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 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. 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 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.

Southwest Learning Summit: August 19, 2021

Sponsor Pricing & Benefits	Platinum	Gold	Silver	Bronze
Booth size*	● Double	● Standard	● Standard	● Standard
Booth staff – includes meals and admission to breakout sessions*	● 4	● 3	● 1	● 1
Guest Industry registration (Invite a guest within the industry)	● 3 Guests	● 1 Guest		
Logo in PowerPoint at event	●	●	●	●
Logo included in Chapter email announcing sponsors	● Priority Placement	●	●	
Logo on ATD Dallas Chapter website	● Homepage, event & sponsor page	● Event & sponsor page	● Event & sponsor page	● Sponsor page
Use of ATD Dallas Logo on website	●	●	●	●
List of attendee emails	● After	● After		
Logo inclusion on conference signage	● Large Outside Main Hall & Rooms	● Small Outside Main Hall & Rooms	● Small Outside Rooms	
Video advert on website	● 60 second	● 30 second		
Video during day of event	● 30 second			
Investment	\$3,600	\$2,350	\$1,600	\$1,100

Additional Sponsorship Opportunities:

Mobile App Sponsor	\$2500
Reception Sponsor	\$2000
Breakfast Sponsor	\$1500
Lunch Sponsor	\$1500
Break Sponsor	\$1000
Friend of SWLS	\$300



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/2019-Sponsors>

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

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