

Organized in 1953 by committed professionals in the training and development field, the Puget Sound Chapter of ATD has been serving this region for nearly 60 years with best practices in training and human development. As a not-for-profit organization, ATD-Puget Sound is dedicated to providing its members and the broader community, quality opportunities for professional development and networking.

A thriving Chapter, ATD Puget Sound relies on the commitment of individual, corporate and institutional sponsors who choose to support, or derive benefit from our professional association. Our new sponsorship program offers you an opportunity to show that your organization understands the value of workplace learning and performance (WLP) and recognizes the role that this chapter provides to its members and the region in addressing ongoing professional growth and development.

If you offer a service or product that in any way supports WLP, our members are a perfect target for your advertising dollars. Our members are involved in recommending and approving expenditures within their organization for such products and services.

Award Winning Chapter



The Puget Sound Chapter is 100% Core (Chapter Operating Requirements) for 2012



We are proud to be connected to National ATD. Our membership programs and resources are based on the ATD Competency Model.



Since 2008, ATD Puget Sound has helped Washington state celebrate Employee Learning Week (ELW).

SPONSORSHIP & ADVERTISING OPPORTUNITIES

There are 7 types of Sponsorship & Advertising opportunities available to you:

1. **CHAPTER ANNUAL SPONSOR** – Sponsor the Puget Sound Chapter for a year.
2. **CHAPTER MEETING & PREMIER EVENT SPONSOR** – Sponsor a single chapter meeting or support one of our premier events or workshops. Our Chapter Meetings are held monthly on the third Tuesday and a minimum of two premier events are scheduled each year.
3. **EMPLOYEE LEARNING WEEK** – Be part of the tradition of excellence and help raise awareness and support for Employee Learning Week through a wide variety of sponsorship activities.
4. **IN-KIND SPONSOR** – Provide our chapter with an item or service that we would otherwise have to purchase and receive recognition on our web page, newsletter and at a meeting.
5. **MEMBER ONLY DISCOUNTS** – Provide discounts to our members in exchange for internal promotion of your product or service.
6. **WEBSITE ADVERTISING** – Choose from several different website ad packages to promote your product or service.
7. **NEWSLETTER ADVERTISING** – List a brief ad with hotlinks and logo in our monthly newsletter.



SPONSORSHIP OPPORTUNITY : CHAPTER ANNUAL SPONSOR

Chapter Sponsors underwrite the mission and vision of the Puget Sound Chapter of ATD. With over 300 chapter members and over 700+ National Members in the Puget Sound Region, our Chapter Sponsors benefit from ongoing exposure to potential customers. As a Chapter Sponsor you will build name recognition with learning leaders and practitioners all over Western Washington.



| BENEFITS | |
|---|--------|
| Clickable Sponsor logo on ATDps website homepage | |
| Your clickable Sponsor logo in our monthly newsletter, and use of ATDps Sponsor logo on your website | |
| Opportunity to speak (2 mins.) at first ATDps monthly meeting after becoming Sponsor, plus one other regular meeting | |
| Priority Placement on Sponsorship web page of ATDps website (multiple sponsors placed alphabetically, Chapter Sponsor on top) | |
| 2 Transferable Registrations for Monthly Chapter Meetings | |
| Table Advertisement at Chapter Meetings | |
| Logo at Registration Table for Chapter Meetings | |
| Exposure through Chapter’s Social Media (Facebook, Twitter & LinkedIn) | |
| Cost | \$2000 |

SPONSORSHIP OPPORTUNITY : CHAPTER MEETING



ATD Puget Sound holds monthly chapter meetings on the third Tuesday of the month. Chapter meetings are promoted both to our members as well as to the broader community. Chapter meeting attendance will range from 30-60 learning professionals. Sponsorship of Chapter Meetings is a great way to build name recognition and gain exposure for a low cost.

| Benefits | |
|--|-------|
| Sponsor logo on ATD monthly meeting web page (for up to 4 weeks) | |
| Table provided for marketing material at meeting | |
| Use of ATD "Sponsor" Logo on your website | |
| Sponsor speak for 2 minutes at the start of the meeting | |
| Sponsor recognized in opening remarks of monthly meeting | |
| 2 complimentary registrations for meeting | |
| Exposure through Chapter's Social Media (Facebook, Twitter & LinkedIn) | |
| Cost | \$300 |

SPONSORSHIP OPPORTUNITY : PREMIER EVENT



ATD Puget Sound holds a minimum of two Premier Events a year. These events are occasionally a partnership with other local professional associations, broadening your exposure. Premier Event attendance will range from 50 – 100+ learning professionals. Sponsorship of Premier Events are a great way to build name recognition and gain broader exposure for a low cost.

| Benefits | |
|--|----------------------|
| Sponsor logo on event web page (for up to 8 weeks) | |
| Table provided for marketing material at event | |
| Use of ATD “Sponsor” Logo on your website | |
| Sponsor speak for 2 minutes at the start of the event | |
| Sponsor recognized in opening remarks | |
| 2 complimentary registrations for event | |
| Exposure through Chapter’s Social Media (Facebook, Twitter & LinkedIn) | |
| Opportunity to host an evening event at your location (if applicable) | |
| | Cost \$700 - \$1,000 |

SPONSORSHIP OPPORTUNITIES : EMPLOYEE LEARNING WEEK

If your company is interested in being a part of a national movement to raise awareness and support of workplace learning, then Employee Learning Week (ELW) is the right event to sponsor.

Each year our Director of ELW works with corporate and government organizations on events, activities and proclamations to draw attention to ELW. A wide variety of support options from in-kind to event sponsorship exist. Depending on commitment, (event, meeting space donation, etc.) please see other sponsorship categories to view benefits or contact our Director of ELW to identify the best way for your organization to participate.



IN-KIND SUPPORT

As a not-for-profit organization, In-kind support is essential to our ability to provide quality professional development and networking opportunities. In-kind support is recognized at chapter meetings, on our website, in our monthly newsletters and other outward-facing materials.

MEMBER DISCOUNTS

Do you have a product or service that you wish to promote to our members? With a member-only discount your product or service will receive internal promotion on our website and in our newsletter to our entire membership.

ADVERTISING OPPORTUNITIES

Advertising opportunities include website advertising, newsletter, and placement in our searchable provider directory. Our newsletter reaches over 1,200+ individuals and our members have stated that this is the number one way to get communication to them! This is a great way to increase brand recognition.

MEMBER PRICING:

| PLACEMENT | 1 MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|-------------------|--------------|--------------|--------------|--------------|
| Website Home Page | \$90 / month | \$80 / month | \$70 / month | \$60 / month |
| Newsletter | \$60 / month | \$50 / month | \$40 / month | \$30 / month |

NON-MEMBER PRICING:

| PLACEMENT | 1 MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|-------------------|---------------|---------------|---------------|---------------|
| Website Home Page | \$200 / month | \$175 / month | \$150 / month | \$125 / month |
| Newsletter | \$95 / month | \$95 / month | \$80 / month | \$70 / month |

If you are interested in advertising with ATDps, please contact sponsorship@ATDPugetSound.org or call 206.224.6644

CONTRACT AGREEMENT / ORDER FORM

All Sponsorship and advertising payments are due in full prior to receiving any sponsorship benefits and / or prior to your advertising being posted. All payments are non-refundable.

I, the duly authorized representative of _____
subscribe and agree to all the terms, conditions, authorizations, and regulations contained in this agreement, , The Official Contract for Sponsorship and Advertising Opportunities with ASTD Puget Sound.

| | |
|------------------------|--|
| SIGNED: | |
| PRINTED NAME: | |
| TITLE: | |
| ORGANIZATION: | |
| OPTION SELECTED: | |
| SPECIAL CIRCUMSTANCES: | |

SPONSORSHIP OR ADVERTISING QUESTIONS:

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*Opt-in member list. The chapter does not provide address/contact information of members unless the member chooses to receive communications from chapter advertisers/partners. With each event, the member will select a preference. The Puget Sound Chapter of ATD does not sell our membership list.

**All Sponsorship and Advertising opportunities are subject to change.