



Sponsorship Prospectus

Partnering with the Association of Talent Development Kansas City Chapter will connect your business to Talent Development 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.

The Association for Talent Development, Kansas City Chapter, was founded in 1949.

With membership of approximately 280 talent development professionals in Kansas City, ATDKC provides a forum for networking and the exchange of professional development opportunities and resources.

Sponsorship and advertising with ATD Kansas City allow you to reach a broad targeted audience of Kansas City Talent Development professionals in a cost-effective way. If you offer a product or service that supports Workplace Learning and Performance (WLP), choose ATD Kansas City 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:

- Monthly Live Online chapter meetings with dynamic speakers.
- Networking opportunities
- Webinars
- E-Newsletters
- Social media connections and web-based learning opportunities.
- CPTD Study Program & ATD Certification Study Groups
- Special Interest Groups (On-boarding, Leadership, and Technology)

ANNUAL SPONSORSHIP OPTIONS

Benefits	Gold \$2500	Silver \$1500	Bronze \$1000
Logo listed under Annual Sponsors on the frame of the ATDKC website with link back to your website.	✓	✓	✓
Profile of your company in the Sponsor Directory section of the ATDKC website.	✓	✓	✓
Free registrations at ATDKC's Fall Conference.	4 registrations	3 registrations	2 registrations
Logo listed under Annual Sponsors in each ATDKC newsletter (linked directly to your website and the landing page of your choice) published 1X monthly.	All issues	All issues	All issues
Complimentary memberships to ATDKC for your team members.	4 memberships	3 memberships	2 memberships
Use of "ATDKC Annual Sponsor" logo for your website and promotion.	✓	✓	✓
Certificate and Letter from the President suitable for framing upon request.	✓	✓	✓
Logo placement in rotating loop, linked to company website, featured on all pages of virtual Fall Conference.	✓	✓	✓
Logo on Power Point slide show ahead of the chapter meetings.	✓	✓	✓
Opportunity to provide prizes which we will include in Fall Conference attendee contest giveaways.	✓	✓	✓
Option to include pre-roll video "commercial" or still slides to stream before a session + access to opt-in attendee list.	✓	✓	✓
Logo included as GOLD Sponsor in ATDKC webinars.	✓		
Logo included as SILVER Sponsor in ATDKC webinars.		✓	
Logo included as Bronze Sponsor in ATDKC webinars.			✓
Membership email list use* (we'll send your email to our list) –email blast during 12 months from purchase date .	✓	✓	✓

FALL CONFERENCE SPONSORSHIP OPTIONS

Benefits	\$750	\$500	\$250
Logo listed under Annual Sponsors on the frame of the ATDKC website with link back to your website.	6 months	3 months	
Profile of your company in the Sponsor Directory section of the ATDKC website.	✓	✓	
Logo included on landing page loop for all virtual conference pages.	✓	✓	✓
Access to the opt-in attendee list so you may provide information to attendees following the event.	✓	✓	✓
Option to include pre-roll video commercial to stream before a live or OnDemand Session.	✓	✓	
Opportunity to provide prizes which we will include in Fall Conference Attendee Contest Giveaways	✓	✓	✓
Membership email list use* (we'll send your email to our list) – email blast during 12 months from purchase date.	✓	✓	

Sign up as a Sponsor

- **Up to two event sponsors representatives may attend the Fall Conference for \$500 level sponsorships and above.**
- **Event sponsor conference attendees may not take the place of paid registration for attendees not representing the sponsor company at the fall conference.**

**List must be used within 12 months of purchase; content subject to approval*