



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 225 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 allows you to reach a large 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 chapter meetings with dynamic, speakers.*
- *Networking opportunities*
- *Webinars*
- *E-Newsletters*
- *Social media connections and web-based learning opportunities.*
- *CPLP Study Program*

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.	✓	✓	✓
Printed promotional material made available to attendees upon request.	✓	✓	✓
Logo on Power Point slide show ahead of the chapter meetings.	✓	✓	✓
Opportunity to provide books, merchandise, etc. for giveaways at events.	✓	✓	✓
Sponsorship of Fall Conference, including Expo table at the Fall Conference, up to two expo passes, and free registrations as listed above.	✓	✓	✓
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 listed under Sponsors in the conference program.	✓	✓	✓
Printed promotional material made available to attendees upon request.	✓	✓	
Logo on Power Point slide show ahead of the conference.	✓	✓	
Opportunity to provide books, merchandise, etc. for giveaways at conference.	✓	✓	✓
Expo table at the conference and up to two expo passes.	✓	✓	
Membership email list use (we'll send YOUR email to OUR list) –email blast during 12 months from purchase date	✓	✓	

\$ 700 Break Sponsor

Listed and announced as sponsor with name sign on bar/table. Includes all of the \$500 sponsorship level benefits.

\$ 1500 Lunch Sponsor

Listed and announced as sponsor with name sign on table. Includes all of the annual \$1000 sponsorship level benefits.

Sign up as a Sponsor

- See Annual Sponsorship Levels, page 2.
- Purchase as package, no a la carte options available. See the ATDKC Advertising Prospectus [hyperlink] for Advertising options.
- Up to two exhibitor passes will be provided for exhibitor representatives for \$500 level sponsorships and above. Exhibitor representatives may choose to also attend sessions. These passes may not take the place of paid registration for attendees not representing a company in the expo.

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