



**SPONSORSHIP &
ADVERTISING OPTIONS**

- 5 CHAPTER MEETINGS
- 1 ANNUAL CONFERENCE
- PROGRAM SPONSORSHIP
- MEMBERSHIP E-BLAST
- WEB ADVERTISING
- SIGs/GIGs
- PROVIDER DIRECTORY

A-la-Carte Sponsorship & Advertising Prospectus

CHAPTER MEETING SPONSORSHIPS

(Only 5 Available/Year – Sold on a First Come, First Serve Basis)

Exclusive Sponsorship - \$1,000/meeting

- Opportunity to present on company (two mins. limitation)
- Sponsor logo on event web page
- Two event registrations
- Attendee list (opt-in)
- Table to display marketing materials at event
- Host event at your location
- Category-exclusive sponsorship

Co-Sponsorship - \$500/meeting

- One event registration
- Table to display marketing materials at event
- Category-exclusive sponsorship

ACE CONFERENCE – AUGUST 2013

(Limited Exhibitor Space – Sold on a First Come, First Serve Basis)

Premier Package - \$1,750

- Four conference registrations
- Half-page, 4-color ad in conference program
- Logo and link on Ace Conference website
- Partnership announced on ASTD LinkedIn page to more than 1,100 active members
- Opportunity to insert company literature or branded item in all Conference bags given to attendees
- Post-Conference mailing list (opt-in)
- Six-foot conference table (premium positioning)





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ACE CONFERENCE – AUGUST 2013 (cont'd)

(Limited Exhibitor Space – Sold on a First Come, First Serve Basis)

Exhibitor Package - \$1000

- Two conference registrations
- Quarter-page, 4-color ad in conference program
- Logo and link on ACE conference website
- One 6' table to display marketing materials

PROGRAM UNDERWRITERS

(Only 3 Available/Year)

CPLP Study Group - \$1,000

This program provides collegial support and refreshers in the knowledge-based position of the certification process and guidance in submitting work product.

Leadership Academy - \$1,000

Early each summer, Greater Atlanta ASTD conducts its Leadership Academy in order to recruit and develop the future leaders of our chapter in their understanding the workings of the chapter and the responsibilities of stewardship expected from those who volunteer. Comprised of two virtual meetings conducted online with a capstone day-long event to identify and develop leadership potential.

Executive Board Leadership - \$1,000

Each fall, Greater Atlanta ASTD holds elections for new Board members. The elected members attend a conference in which they further develop their understanding of the workings of the chapter, the responsibilities and stewardship expected from those who volunteer within the organization





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PROGRAM UNDERWRITERS (cont'd)

(Only 3 Available/Year)

Program Underwriters Benefits Include:

- Category Exclusive Sponsorship
- Sponsor logo on group web page
- Use of ASTD "Sponsor" logo on your company's website
- Sponsor recognized at each meeting
- Recognition in bi-monthly eBlast

SIGs/GIGs SPONSORSHIPS

Special Interest Groups (SIGs)/Geographic Interest Groups (GIGs)

SIGs & GIGs Exclusive Sponsorship - \$1,000/annual

- Sponsor Logo on SIG/GIG web page
- Sponsor logo on event web page
- Table for marketing material at event
- Use of ASTD "Sponsor" Logo on your website
- Attendee list (opt-in) provided
- Opportunity to speak at beginning of meeting (2 mins)
- Sponsor provided speaker (if approved by chapter)
- Three registrations for event

SIGs & GIGs per Meeting Sponsorship - \$500

- Sponsor logo on event web page
- Table for marketing material at event
- Use of ASTD "Sponsor" Logo on your website
- Sponsor recognized in opening remarks
- Sponsor provided speaker (if approved by chapter)
- Two registrations for event





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E-Newsletter/eBlast Sponsorship

Annual Sponsorship - \$2,000

- button/badge ad on ASTD eblast
- link to company site or product/service promoting
- distributed 2x/month – the first and third Wed of each month
- ability to change creative 6x during course of year

Monthly Sponsorship - \$250

- button/badge ad on ASTD eblast
- link to company site or product/service promoting
- distributed 2x/month – the first and third Wed of each month

Website advertising

- \$250 per month
- \$2,000 per year (12 months)

Provider Directory

- \$100 per year

