
ATD | Austin Chapter

SPONSORSHIP PROSPECTUS



Partnering with the Austin Chapter of the Association for Talent Development **connects your business** to more than 1,000 workplace talent and learning development **professionals** in the greater Austin area.

Our members are your clients and potential clients.

Sponsorship allows you and your team to stay top of mind through the year, giving your company a competitive advantage.

ATD Austin is the local chapter of the international Association for Talent Development professional association. ATD is the world's leading organization focused on the promotion and advancement of workplace learning and performance.

Our greater Austin chapter has over 1,000 workplace talent and learning development professionals in our network with a variety of backgrounds including corporate directors, training managers, instructional designers, delivery facilitators, organizational development specialists, e-learning specialists, external consultants, and newcomers to the talent and learning development profession.

Member companies include Fortune 500 organizations, non-profits, government, mid-size and small businesses.

Sponsorship and advertising with ATD Austin allows you to reach a large targeted audience of Austin talent development professionals in a cost-effective way.

If you offer products or services that support workplace learning and performance, choose [ATD Austin](#) as your partner.

Levels of Sponsorship

Sponsorship enables you to take advantage of strategic advertising opportunities, mail campaigns, designated presentations, networking events, and more. You can choose to be an annual chapter sponsor or you can sponsor a single chapter event. Ask us about upcoming events and other flexible opportunities.

| Benefits | Gold | Silver | Bronze | Copper |
|--|-----------|----------|----------|--------|
| | \$2,500 | \$1,500 | \$1,000 | \$500 |
| Advertisement in our monthly newsletter | ✓ | ✓ | ✓ | - |
| Submit a newsletter article or ad | 3 | 2 | 1 | - |
| Social media post (LinkedIn, Facebook, Instagram) | Quarterly | Biannual | Biannual | - |
| Your logo and company link on our website | ✓ | ✓ | ✓ | ✓ |
| One chapter meeting sponsorship (Includes 5 minutes to speak) | ✓ | ✓ | - | - |
| Promotional information at all events (Sponsor to provide materials) | ✓ | - | - | - |
| Your job postings on our job board | ✓ | ✓ | ✓ | ✓ |
| Chapter membership 10% discount | ✓ | ✓ | - | - |

Let's talk. Email us at president@tdaustin.org

