

Greater Atlanta Chapter of ASTD

2011 Sponsorship and Advertising Program

As a not-for-profit organization, Greater Atlanta Chapter of ASTD serves the Workplace Learning and Performance (WLP) community throughout Georgia through ongoing professional development and networking. We rely upon corporate and institutional sponsors who choose to support, or derive benefit from our professional association. Our sponsorship programs offer you an opportunity to show that your organization understands the value of WLP and that you support such professionals in their 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

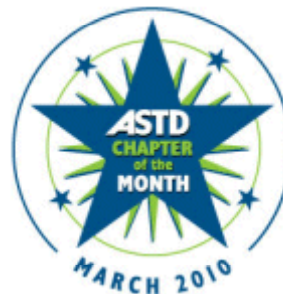


ASTD Greater Atlanta helps Georgia celebrate Employee Learning Week. Along with 11 major corporations having offering ELW programs, Governor Sonny Purdue. declared Employee Learning Week in Georgia in 2010.



ASTD National Chapter Excellence Awards in 1982, 1984, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993 and 2010.

ASTD National Chapter of the Month - May 2007, March 2010.



ASTD National CHART Award in 1994 & 1995 .

ASTD National Quality & Excellence Award in 1995.

ASTD National Sharing our Success (SOS) Recipient 2009 and 2010.



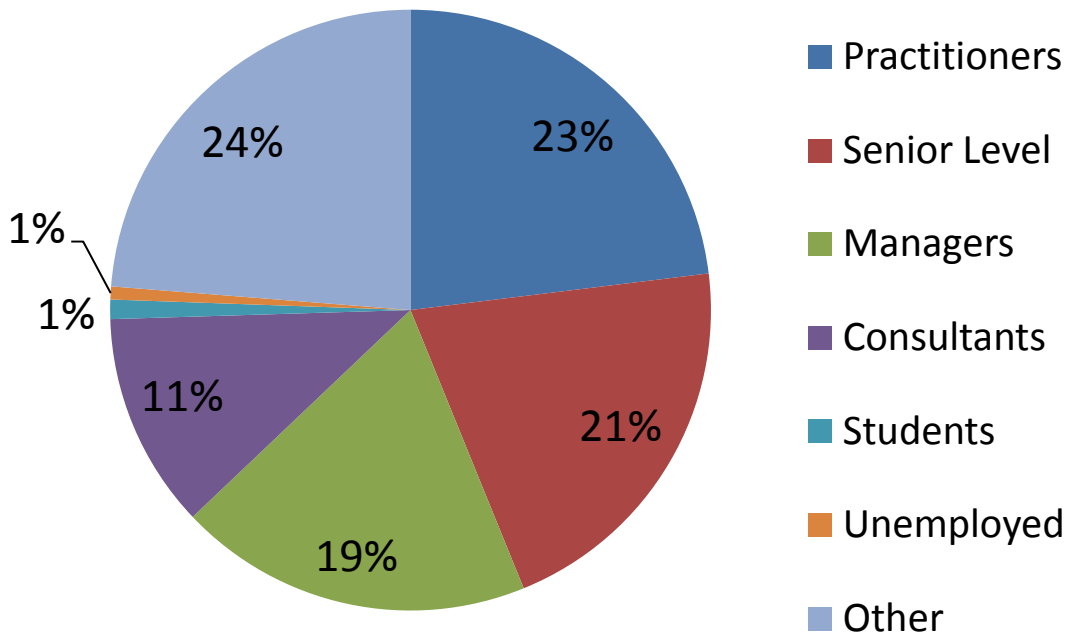
ASTD National Special Products and Services Award in 2002.

ASTD National Chapter Membership Star in 2009 and 2010 .

Greater Atlanta Chapter of ASTD

Who We Are

Member Demographics



263 Companies are represented
Over 500 members as of January 2011

Greater Atlanta Chapter of ASTD

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Sponsorship Opportunities

There are 8 types of Sponsorship and 3 types of advertising available to you:

1. **Chapter Annual Sponsor** – Sponsor the Greater Atlanta Chapter for a year.
2. **Chapter Meeting Sponsor** – Sponsor a single chapter meeting at any of the available levels. Our Chapter Meetings are held 6 times per year. (One meeting is a large conference.)
3. **Chapter Conference Sponsor** – Sponsor packages to be announced.
4. **SIG / GIG Annual Sponsor** – Sponsor a Special Interest Group (SIG) or a Geographic Interest Group (GIG) for an entire year.
5. **SIG / GIG Meeting Sponsor** – Sponsor a single SIG or GIG meeting that is of interest to you. We have over 60 SIG / GIG meetings per year.
6. **Program Sponsor** – Sponsor one of Greater Atlanta ASTD's ongoing programs such as Community Involvement, Leadership Academy, or ASTD Leader's Conference.
7. **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 and at a meeting.
8. **Member Only Discounts** – Provide discounts to our members in exchange for internal promotion of your product or service.

Advertising Opportunities:

1. Website Advertising;
2. eBlast Advertising;
3. Provider Directory.



Sponsorship Opportunity : Chapter Sponsor

Chapter Sponsors underwrite the mission and vision of the Greater Atlanta Chapter of ASTD. With over 500+ Chapter members and 1000+ National members in six geographic regions of Georgia and representatives from many major corporations, our Chapter Sponsors benefit from ongoing exposure to potential customers. Build name recognition with Learning Leaders and Practitioners all over Georgia.



Benefits	Gold	Silver	Bronze
Clickable Sponsor logo on persistent left navigation, seen on every page.	✓		
Sponsor logo in our advertisement rotator		✓	✓
Use of ASTD “Sponsor” logo on your website	✓	✓	✓
Sponsorship Page (multiple sponsors placed alphabetically)	Top Position	Second Position	Third Position
Transferable Memberships	5	3	1
Kiosk Advertisement at Chapter Meetings	✓	✓	
eBlast Advertisement	24	12	6
Logo at Registration Table for Chapter Meetings	✓	✓	✓
Cost	\$4500	\$2500	\$1500

Sponsorship Opportunity : Chapter Meeting



The Greater Atlanta ASTD offers five chapter meetings and one conference per year. Our chapter meetings are targeted to the entire population of our chapter and have a normal attendance of about 50 – 100 learning professionals. Sponsorship of these meetings is a great way to gain exposure and build name recognition for a low cost. Our conference has separate sponsorship opportunities and we usually expect 100-300 attendees at this meeting.

Benefits	Gold	Silver
Sponsor logo on event web page.	✓	✓
Table provided for marketing material at event.	✓	✓
Use of ASTD “Sponsor” Logo on your website.	✓	✓
Opt in attendee list provided.	✓	
Sponsor speak for 2 minutes at the start of the meeting	✓	
Sponsor recognized in opening remarks		✓
Host event at your location	✓	✓
Sponsor provided speaker (if approved by chapter)	✓	
Registrations for event	2	1
Cost	\$500	\$250

Sponsorship Opportunity : Special & Geographic Interest Groups

The eleven SIGs/GIGs provide 55 + professional development / networking opportunities with five meetings* per year. Our SIG/GIG structure has been nationally recognized and we provide leading practices to other chapter in SIG/ GIG growth and development. The groups or their meetings are available for sponsorship to companies wanting to target a specific segment of our membership.

If your company is interested in annual exclusive sponsorship, please contact VP of SIG/GIGs.

Note: If you host (provide all necessary meeting rooms, AV, food and beverage for a SIG/GIG meeting, it constitutes a per meeting sponsorship of that meeting. Other in-kind sponsorships must be negotiated with SIG/ GIG leadership and VP SIG.

*Some SIG/GIG events may be webinars.

Benefits	Annual	Per Meeting
Sponsor logo on SIG / GIG web page.	✓	
Sponsor logo on event web page.	✓	✓
Table provided for marketing material at event.	✓	✓
Use of ASTD "Sponsor" Logo on your website.	✓	✓
Opt in attendee list provided.	✓	✓
Sponsor speak for 2 minutes at the start of the meeting	✓	
Sponsor recognized in opening remarks		✓
Host event at your location	✓	✓
Sponsor provided speaker (if approved by chapter)	✓	
Registrations for event	3	2
Cost	\$500	\$175

Sponsorship Opportunity : **Program Sponsorship**

ASTD Greater Atlanta has several programs it conducts throughout the year for members, volunteer leaders and our community. Your sponsor dollars support these programs.

CPLP Study Group

Greater Atlanta ASTD makes our study group available as a part of chapter membership. This program provides collegial support and refreshers in the knowledge-based position of the certification process and guidance in submitting the work product.



Leadership Academy

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 and stewardship expected from those who volunteer within our organization. This program comprises two virtual meetings conducted online with a capstone day-long event to identify and develop leadership potential in those interested in filling one of the more than 70 volunteer positions throughout the chapter.

Executive Board Leadership Conference

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

The newly elected leaders travel to Washington, DC to learn from and network with other chapter leaders. Sponsors donating to this cause will receive recognition in our eBlast and on our Sponsors web page.

Sponsorship Opportunity : Program Sponsorship - continued

Benefits	CPLP Study Group *Exclusive Sponsorship	Leadership Academy *Exclusive Sponsorship	Executive Board Leadership Conference *Exclusive Sponsorship
Sponsor logo on group web page	✓	✓	✓
Use of ASTD "Sponsor" Logo on your website.	✓	✓	✓
Sponsor recognized at each meeting.	✓	✓	✓
Recognition in eBlast	✓	✓	✓

*Corporations, companies and associations that would like to donate meeting space, food and beverages, supplies, audio-visual and other professional services are always welcome. All "In-Kind Donors" will be recognized on our website on our sponsor's page and will be recognized at events.

Advertising Opportunities

Advertising opportunities include website advertising, e-mail blast logo, and placement in our searchable provider directory.

Placement	3 months	6 months	12 months
Website Home Page	\$75 / month	\$60 / month	\$50 / month
Membership eBlast	\$50 /month	\$40 / month	\$30 / month
Provider Directory			\$100 annually

Pricing Summary

Sponsorship / Advertising Opportunity			
Chapter Sponsor	Gold \$4500	Silver \$2500	Bronze \$1500
Chapter Meeting	Gold \$500	Silver \$250	Conference Pricing TBA
SIG / GIG Sponsor	Annual \$500	Per Meeting \$175	
Program Sponsorship	CPLP \$1000	Leadership Academy \$1000	EB Leadership Retreat \$1000
Website Home Page Advertising	\$75 / month for three months	\$60 / month for six months	\$50 / month for 12 months
Website Event Registration Page	\$60 / month for three months	\$50 / month for six months	\$40 / month for 12 months
Membership eBlast	\$50 / month for three months	\$40 / month for six months	\$30 / month for 12 months
Provider Directory	\$100 annually		

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 Greater Atlanta.

Signed:	
Printed Name:	
Title:	
Organization:	
Special Circumstances:	

Sponsorship or Advertising Questions:

David Sample: Sponsor Relationship Chairperson, ASTD Greater Atlanta
davidsample7761@gmail.com

Leigh Anne Lankford: VP of Marketing, ASTD Greater Atlanta
Leighanne.lankford@training-pros.com

*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 Greater Atlanta Chapter of ASTD does not sell our membership list.

Sponsorship / Advertising Selected

Chapter Sponsor	<input type="checkbox"/> Gold \$4500	<input type="checkbox"/> Silver \$2500	<input type="checkbox"/> Bronze \$1500
Chapter Meeting	<input type="checkbox"/> Gold \$500	<input type="checkbox"/> Silver \$250	<input type="checkbox"/> Conference Pricing TBA
SIG / GIG Sponsor	<input type="checkbox"/> Annual \$500	<input type="checkbox"/> Per Meeting \$175	
Program Sponsorship	<input type="checkbox"/> CPLP \$1000	<input type="checkbox"/> Leadership Academy \$1000	<input type="checkbox"/> EB Leadership Retreat \$1000
Website Home Page Advertising	<input type="checkbox"/> \$75 / month for three months	<input type="checkbox"/> \$60 / month for six months	<input type="checkbox"/> \$50 / month for 12 months
Website Event Registration Page	<input type="checkbox"/> \$60 / month for three months	<input type="checkbox"/> \$50 / month for six months	<input type="checkbox"/> \$40 / month for 12 months
Membership eBlast	<input type="checkbox"/> \$50 / month for three months	<input type="checkbox"/> \$40 / month for six months	<input type="checkbox"/> \$30 / month for 12 months
Provider Directory	<input type="checkbox"/> \$100 annually		