



ATD TWIN CITIES

CHAPTER

Association for Talent Development

Partnering with the Association of Talent Development Twin Cities Chapter will connect your business to more than 650 Workplace Learning and Performance 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.

As a part of the 70,000 member-strong Association for Talent Development (ATD), Greater Twin Cities Chapter (ATD-GTC) is the second largest in the United States.

We are the go-to professional development resource for workplace learning and performance professionals in the Twin Cities. Founded in 1958, we've been going strong for more than 50 years. Formerly known as ASTD Southern Minnesota Chapter, our name change in 2002 reflects a focus on learning and development professionals in the Minneapolis-St. Paul metropolitan area.

Highlights of our chapter include:

- *An annual regional conference that draws over 300 participants, offering top quality keynote, breakout sessions, and networking opportunities.*
- *Monthly meetings with dynamic, nationally and internationally-known speakers.*
- *A monthly e-Newsletter, Spectrum, that features articles each month around a particular topic of interest to WLP professionals.*
- *Social media connections and web-based learning opportunities.*
- *Active Special Interest Groups (SIGs) that draw in members and guests alike for topics such as coaching, diversity, elearning, entrepreneurship, training, and much more.*
- *ATD-U, a series of workshops that get deeper into current WLP issues so that our members can increase their professional knowledge and value.*
- *A highly active chapter membership, with a significant volunteer involvement rate.*

Annual Sponsorship Opportunities

Unique Benefits	Gold (\$5,000)	Silver (\$3,000)	Bronze (\$2,000)
Use of "ATD-GTC Annual Sponsor" logo for your promotions	●	●	●
Profile of your company on the ATD-GTC website	●	●	●
ATD-GTC Membership	3 Memberships	2 Memberships	1 Membership
Advertisements in Spectrum	8 Months	4 Months	2 Months
Registrations to monthly meetings	6 Registrations	4 Registrations	2 Registrations
Logo listed on ATD-GTC Website linked back to your company website	●	●	
Listed as an Annual Sponsor in Spectrum	●	●	
Promotional information at all events	●	●	
Job Postings	4 Postings	2 Postings	
Corporate logo included in webinar marketing	●	●	
Company listed in webinar marketing (no logo)	●	●	
Verbally mentioned in all webinars	●		
Logo on PowerPoints for all events	●		

Sponsor a Special Event



Chapter Meetings



Webinars



Special Interest Groups



Association for
Talent Development

We are also happy to create a CUSTOM SPONSOR PACKAGE to best meet the needs of your company. There are a la carte options available.

To learn more and to sign up as a sponsor, please contact:

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