

*Creating a Nashville-area  
that works better.*



## NASHVILLE CHAPTER

### Association for Talent Development

**P**artnering with the Nashville Chapter of the Association for Talent Development will connect your business to workplace talent development professionals.

**Our members are your clients and prospective clients.** Sponsorship allows you and your team to stay top of mind with them all year long – giving your company access to a talented pool of professionals and a complete advantage.

**ATD Nashville** is committed to making Nashville work better. We provide a variety of opportunities for members, sponsors, and partners to learn, connect, and grow with one another through engaging programs such as chapter meetings, virtual forums, professional growth series, and special interest groups.
















Sponsorship and advertising with **ATD Nashville** allows you to reach a targeted audience of Talent Development professionals in a cost-effective way. If you offer a product or service that supports Talent Development, choose **ATD Nashville** 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 meetings with dynamic speakers.*
- *Monthly virtual forums*
- *Professional Growth Series*
- *Newsletters*
- *Website content*
- *LinkedIn and Facebook social media opportunities*

## 2021 Annual Sponsorships

|   | Platinum  | Gold  | Silver   |
|---|---|---|--|
| Logo listed on the ATD Nashville website  | <br>All Pages  | <br>All Pages  | <br>Home Page |
| Logo listed on the Chapter newsletter "The Source"  |                |                |               |
| Speaker Time chapter programs (3 minutes)   | <br>4 Programs | <br>3 Programs | <br>1 Program |
| Complimentary corporate membership (block of 5 Individual Memberships managed by your company)            | 10 Seats  | 5 Seats   |  |
| <b>- OR -</b>   |                |                |  |
| Complimentary corporate membership (1 membership seat) and Customized email communication sent to members | 4 Emails  | 2 Emails  |  |
| 20% discount on chapter programs, such as conferences   |                |                |  |
| Verbal Sponsor Highlight at each Virtual Forum Meeting  |                |   |  |
| Social Media mentions in our Facebook and LinkedIn posts  | Once Quarterly  | Twice Annually  | Once Annually  |
| 1 Customized special chapter event demoing and highlighting your products/services                        |                |   |  |
|   | <b>Investment</b>   | \$4,500   | \$3,200  |
|   |   | \$1,500   |  |

## 2021 Individual Program Sponsorships

Our individual program sponsorships provide an opportunity to get in front of a live audience and include the following:

- *Logo and mention of your organization as the program sponsor in all marketing for the program*
- *2 minutes to provide a company overview to attendees*
- *An exhibitor's table for you to greet attendees, demo products, attract attention prior to the session and during breaks (live events)*
- *Two complimentary registrations to represent your organization at the program*

**Chapter Meeting: \$500**

**Virtual Forum: \$300**

**Coffee Chat: \$150**