

Become A Rocky Mountain Chapter ATD Sponsor in 2023!

For a detailed list of sponsorship levels and benefits, please download and review the sponsorship brochure and follow up with the Vice President of Sponsorship at president.elect@atdrmc.org to answer any of your questions. ATD RMC is a 501C-3 professional association and sponsorships are tax deductible.













What is the value of sponsorship with Rocky Mountain ATD?







- RMC ATD is the prestigious leader in providing professional development services to almost 400 workplace learning and performance professionals in Colorado and Wyoming.
- The members' scope of workplace responsibility varies, including learning and performance, diversity and equity, organizational development, change management, instructional design, human resources, corporate training and leadership development.
- Benefit from ongoing exposure to local members as well as national and international Learning and Development professionals.
- Provides a variety of opportunities for businesses to reach Talent Development professionals from Colorado and Wyoming.
- Monthly program meetings (average 25-30 attendees) Webinars (average 20-30 attendees) Workshops (average 35 attendees) and Networking events (average 15-20 attendees).
- Our sponsorship opportunities are broad and varied. There are **three major categories** with detailed benefits listed on the next page: **Friends of Rocky Mountain Chapter ATD, Rocky Mountain Chapter ATD Event Sponsor and Event Host Sponsor.**
- Those are just some of the tangible benefits of ATDRMC sponsorship. The intangible benefits include supporting the Talent Development community in Colorado and Wyoming and, through your support, helping individuals, teams, organizations, and businesses improve performance and generate better results.
- You will raise your company's profile through generous acknowledgement of your support. Your training and development personnel will be exposed to the latest and best practices in learning and development. You contribute to further learning and performance opportunities for our membership and the community.

- You can choose from **3 monetary sponsorship levels, or a targeted event sponsorship.** You will be able to take advantage of strategic advertising opportunities, email campaigns, designated presentations, networking opportunities and the opportunity to get **free ATD Rocky Mountain Chapter memberships!**
- **Want to create a unique, one of a kind sponsorship opportunity with ATD Rocky Mountain Chapter?** Contact president.elect@atdrmc.org for more information. We are happy to work with you!

Friends of Rocky Mountain Chapter ATD

For a donation to the chapter our partners will receive:

Level	Bronze	Silver	Gold
Price	\$175	\$300	\$750
Memberships	1	2	3
Logo Display			
Logo and profile on the sponsor page of our website within a one year period. Logo listed on ATD RMC site with back linking to your company site. Company logo on all promo emails.			
Signage, collateral, attendance for one person to have 5-minute podium time at two monthly meetings of your choosing* (within a one year period)			
Social Media Recognition/Promotional campaign			
Complimentary Job Board Posting			

Chapter Communications			
Company feature interview in e-newsletter		1/ year	2/year
Chapter Events			
5 minute podium time at a chapter event (remote or on location). 1 minute promotional video or they set up a booth at an in-person event. Commercial/re-purposed content ok. Send out an email on their behalf.		1/year	2/year
Contribute article that highlights company benefits to ATD Rocky Mountain Chapter members.		1/year	2/year
Opportunity to provide books, merchandise, etc. for giveaways at events			

Partners can also be an in-kind sponsor	
Event <u>SPONSOR</u> for ATD Rocky Mountain Chapter	Event <u>HOST</u> for ATD Rocky Mountain Chapter
<p><u>Sponsor</u> one of our monthly events:</p> <ul style="list-style-type: none"> • No responsibility to provide speaker, presentation content or materials • Provide appropriate <u>location</u> and <u>refreshments</u> • In exchange, the sponsor opens the event with a 3-minute intro which spotlights their organization and establishes goodwill with community and chapter members. • In addition, up to two sponsor employees may attend the monthly event at no charge 	<p><u>Host</u> one of our monthly events:</p> <ul style="list-style-type: none"> • <u>Provide experienced speakers</u> of relevant learning and development topics (topic approved by Rocky Mountain Chapter ATD Board). • Provide appropriate location • Provide all presentation materials and equipment. • Provide light refreshments and beverages • In exchange, the host will have 10 minutes at the beginning of the event for a well-done professional presentation of their products or services; or offer an optional tour of their business after the event has ended; or alternate way of appropriately promoting their organization or services. • In addition, up to three host employees may attend the monthly event at no charge