



ATD-Hawkeye Chapter

Sponsorship Opportunities:

Site Meetings:

ATD-Hawkeye members meet virtually the second Friday of scheduled site meeting months from 8:00 am – 9:30 am. Members meet at a location within their specific geographic region (Dubuque, Waterloo/Cedar Falls, Iowa City, and Cedar Rapids). 2016 chapter membership is 100 with an average attendance of 30-40 across all four sites. Sponsors are encouraged to select a site location most convenient for them. Please see our website for the specific meeting sites for each geographic region. www.hawkeyeatd.org

All-Chapter Meetings:

Throughout the year, ATD-Hawkeye members assemble for networking and learning in one of the regional sites (Cedar Rapids, Waterloo-Cedar Falls or Dubuque.) The all-chapter meeting is an opportunity for all members to interact with one another in one location. Total average attendance is 25-30 members. Sponsors are able to network with members from the different geographic locations, face to face, in a defined setting.

Special Events:

Each year, ATD-Hawkeye hosts professional development events for our members, the public, and the non-profit community. In 2015, over 125 members and guests attended our Regional Conference and 45 participants attended our non-profit training day. These special events provide sponsors with the opportunity to promote their products and services to a captive audience multiple times during the event including the opening, during breaks and lunch. Time is incorporated into the event for participants to spend time with event sponsors. Depending on the sponsorship level, sponsors are also able to participate in the event.

Advertising Opportunities:

Website Advertising:

There are multiple opportunities for sponsors to advertise their business, products and service on our website. Gold and Silver sponsors obtain a year-long listing on the website along with visibility in the chapter's monthly newsletter. Sponsor events can be promoted on our membership calendar.

E-mail Blasts:

ATD-Hawkeye has over 90 members representing a variety of private, profit and non-profit organizations, educational institutions and government agencies. The chapter has experienced positive growth and membership retention since 2009. E-mail blasts allow sponsors to advertise their events directly to our members as well as visibility on the website calendar.

Job Postings: If organizations have an opening for a training, learning and workplace performance professional, they can advertise to a targeted audience on our website.

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Benefits for Partnering with Hawkeye ASTD:

- By sponsoring a meeting, event or advertising with ATD-Hawkeye you will:
 - Directly reach a target audience who may become customers for your product or service
 - Gain exposure and raise awareness of your company's profile
 - Engage in face to face as well as virtual networking opportunities to build relationships
 - Contribute to further learning and performance opportunities for our members and the communities we serve

Graphic Requirements:

- To ensure excellent quality advertising, please submit digital file-ready ads with at least 100 dpi resolution in jpg format for best web quality viewing.

Terms and Copy Regulations:

- All sponsors and advertisers must sign an agreement (see attached.)
- In no event will the publisher be responsible for errors and omissions created by incorrect information provided by the sponsor/advertiser or if the sponsor/advertiser does not provide the correct copy by the agreed upon scheduled closing time.
- The sponsor/advertiser agrees to defend and indemnify the publisher against any and all liability, loss or expense incurred as a result of claims resulting from violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the content provided by the sponsor/advertiser.
- ATD-Hawkeye does not endorse the content. We facilitate the delivery of the information.
- ATD-Hawkeye reserves the right to refuse any advertisement.

Terms of Payment:

- Contact Gale Mote, Director-Sponsorships with questions at gale.mote@galemoteassociates.com
- Advertising must be pre-paid by credit card using PayPal or by check made out to ATD-Hawkeye.



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Sponsorship Opportunities	Cost
<p>Gold Sponsor</p> <ul style="list-style-type: none"> • A one-year listing on our website as a Gold sponsor • Logo and website link in each monthly newsletter • 1 one-year individual membership to ATD-Hawkeye (\$50 value) • 1 All-Chapter or Site Meeting Sponsorship including: <ul style="list-style-type: none"> ○ A paragraph about your company in one monthly newsletter ○ Up to a five minute announcement by you before the meeting begins ○ A display table at the meeting ○ Marketing material placement at every seat 	\$200.00
<p>Silver Sponsor</p> <ul style="list-style-type: none"> • A one-year listing on our website as a Silver sponsor • Logo and website link in one monthly newsletter • 1 All-Chapter or Site Meeting Sponsorship including: <ul style="list-style-type: none"> ○ A paragraph about your company in one monthly newsletter ○ Up to a five minute announcement by you before the meeting begins ○ A display table at the meeting ○ Marketing material placement at every seat 	\$150.00
<p>Site Program Sponsor</p> <ul style="list-style-type: none"> • A paragraph about your company in one monthly newsletter • Up to a five minute announcement by you before the meeting begins • A display table at the meeting for marketing materials • Marketing material placement at every seat 	\$100.00
<p>All-Chapter Program Sponsor</p> <ul style="list-style-type: none"> • A paragraph about your company in one monthly newsletter • Up to a five minute announcement by the sponsor before the meeting begins • A display table at the meeting for marketing materials • Marketing material placement at every seat • Opportunity to collect business cards to conduct a raffle that will be drawn at the end of the program – Sponsor is responsible for providing item to be raffled 	\$100.00
<p>Special Event – Platinum</p> <ul style="list-style-type: none"> • Name and logo on tote bags distributed at event • Two admissions to the program including all meals • Logo and website link listed on event announcement on Hawkeye ASTD website as the Platinum Sponsor • Logo and website link in monthly newsletter promoting the event • Up to 5 minutes at the podium to address the audience before sponsored program begins • Up to 2 PowerPoint slides describing the sponsor’s product/service to be shown in front of the audience via an LCD projector before the sponsored program starts • Marketing material placement at every seat • Opportunity to collect business cards to conduct a raffle that will be drawn at the end of the program- Sponsor is responsible for providing item to be raffled • A full table at the program for the purpose of displaying promotional materials 	\$1500.00



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Sponsorship Opportunities	Cost
<p>Special Event – Gold Sponsor</p> <ul style="list-style-type: none"> • Two admissions to the program including all meals • Logo and website link listed on event announcement on ATD-Hawkeye website as a Gold Sponsor • Logo and website link in monthly newsletter promoting the event • Up to 5 minutes at the podium to address the audience before sponsored program begins • Up to 2 PowerPoint slides describing the sponsor’s product/service to be shown in front of the audience via an LCD projector before the sponsored program starts • Marketing material placement at every seat • Opportunity to collect business cards to conduct a raffle that will be drawn at the end of the program- Sponsor is responsible for providing item to be raffled • A full table at the program for the purpose of displaying promotional materials 	\$900.00
<p>Special Event – Silver Sponsor</p> <ul style="list-style-type: none"> • One admission to the program including all meals • Logo and website link listed on event announcement on ATD-Hawkeye website as a Silver Sponsor • Logo and website link in monthly newsletter promoting the event • Up to 5 minutes at the podium to address the audience before sponsored program begins • 1 PowerPoint slide describing the sponsor’s product/service to be shown in front of the audience via an LCD projector before the sponsored program starts • Marketing material placement at every seat • Opportunity to collect business cards to conduct a raffle that will be drawn at the end of the program- Sponsor is responsible for providing item to be raffled • A full table at the program for the purpose of displaying promotional materials 	\$700.00
<p>Special Event - Bronze Sponsor</p> <ul style="list-style-type: none"> • Logo and website link listed on event announcement on Hawkeye ASTD website as a Bronze Sponsor • Logo and website link in monthly newsletter promoting the event • Marketing material placement at every seat • Opportunity to collect business cards to conduct a raffle that will be drawn at the end of the program- Sponsor is responsible for providing item to be raffled • A full table at the program for the purpose of displaying promotional materials 	\$425.00
<p>Networking/Vendor Reception Sponsor</p> <ul style="list-style-type: none"> • Marketing material placement at every seat • Opportunity to collect business cards to conduct a raffle that will be drawn at the end of the vendor reception - Sponsor is responsible for providing item to be raffled • A full table at the program for the purpose of displaying promotional materials • Signage and recognition as the networking/vendor reception sponsor 	\$350.00
<p>Special Arrangements</p> <p>Sponsors may choose to sponsor a breakfast, lunch or break for an event. The rate is negotiable.</p>	



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Advertising Opportunities	Cost
<p>Web-Site Event Advertising</p> <ul style="list-style-type: none"> • A listing of the sponsor event on ATD-Hawkeye calendar of events (must be provided 30 days prior to month requested) • Logo and website link included in the communication for guests to register for the event 	\$50.00
<p>Web-Site Company Advertising</p> <ul style="list-style-type: none"> • Placement of logo and link to sponsor website on ATD-Hawkeye homepage <ul style="list-style-type: none"> ○ \$30.00/month when you sign up for one month at a time ○ \$25.00/month when you sign up for a minimum of six months ○ \$20.00/month when you sign up for a full year (12 months) 	\$30.00 - \$240.00
<p>E-mail Blast Marketing</p> <ul style="list-style-type: none"> • Exclusive one-time e-mail blast to all ATD-Hawkeye members • A listing of the sponsor event on ATD-Hawkeye calendar of events (must be provided 30 days prior to month requested) • Logo and website link included in the communication for guests to be directed to the site to register for the event 	\$100.00
<p>Job Postings</p> <ul style="list-style-type: none"> • Employment opportunities can be listed on our website for a period of 30 days • Advertisements are accepted for all front-line and leadership positions in training development, workplace learning and performance 	\$25.00