

ATD San Diego Sponsorships Overview

Chapter Meetings

Why sponsor a chapter meeting?

ATD San Diego is one of the largest chapters in the country, and has approximately 35 to 40 members in attendance to its nine regular chapter meetings each year.

Please see the [upcoming events calendar](#) for upcoming chapter meetings scheduled.

	One (1) Meeting	Two (2) Meetings	Three (3) Meetings
Pre-Event			
Logo included on website event page	✓	✓	✓
Logo included in event promotion carousel on website homepage	✓	✓	✓
Logo included and company mentioned in social media event posts (LinkedIn, Facebook, Twitter)	✓	✓	✓
Logo included in event promotion emails	✓	✓	✓
Logo included in printed promotional flyers distributed at previous events	✓	✓	✓
Day-of Event			
Two (2) complementary tickets included	✓	✓	✓
Display table provided to display collateral materials, banner, and/or poster (tablecloth not provided)	✓	✓	✓
Opportunity to provide brochure/flyer and giveaway item (for example, a pen) at every seat	✓	✓	✓
Opportunity to provide a prize for business card drawing (prize must be valued at \$50+)	✓	✓	✓
Logo displayed on welcome slide	✓	✓	✓
Recognition during opening and closing remarks as event sponsor	✓	✓	✓
Post-Event			
Logo included and company mentioned in social media posts with event recap and photos (LinkedIn, Facebook, Twitter)	✓	✓	✓
Total Cost	\$200	\$350	\$500

Special Notes:

Last updated: June 2019



www.tdsandiego.org
sponsorship@tdsandiego.org

- Multiple month sponsorships must run consecutively.
- Company logo must be provided in png or eps format with a minimum width of 175px.
- If sponsorship is not confirmed two (2) months prior to the chapter meeting, some pre-event online promotional materials might not include the sponsor logo.
- All collateral, promotional items and raffle prizes are subject to review and may not be distributed if guidelines are not met. In this case, a refund will not be granted.
- For inquiries, questions, or to discuss custom sponsorship packages, please email sponsorship@tdsandiego.org.
- If you prefer to make a monetary donation, [click here](#) for the donation form.

Human Performance Alliance (HPA) Happy Hours

Why you should sponsor a HPA event?

The Human Performance Alliance is a monthly ATD San Diego facilitated evening networking event for all HR-related professional organizations in the area. Attendees include members of ATD, SHRM, NHRA, NCPA, and other “sister” organizations. Two HPA events are hosted each month, one in La Jolla and one in North County.

Please see the [upcoming events calendar](#) for upcoming HPA events scheduled.

	One (1) Event	Two (2) Event	Three (3) Event
Pre-Event			
Logo included on website event page	✓	✓	✓
Day-of Event			
One (1) complimentary ticket included	✓	✓	✓
Opportunity to provide flyers/brochures available for attendees to pick up during the event	✓	✓	✓
Opportunity to provide a prize for business card drawing (prize must be valued at \$50+)	✓	✓	✓
Open and close meeting recognition by host	✓	✓	✓
Total Cost	\$75	\$140	\$200

Special Notes:

- One sponsor only per HPA event.
- Pricing is per event. If you would like to sponsor both HPA events in a month (La Jolla and North County), please select the Two (2) Event option.
- Multiple HPA sponsorships must run consecutively.
- If sponsorship is not confirmed one (1) month prior to the event, the logo might not be included on the website event page.
- All collateral and raffle prizes are subject to review and may not be distributed if guidelines are not met. In this case, a refund will not be granted.
- For inquiries, questions, or to discuss custom sponsorship packages, please email sponsorship@tdsandiego.org.
- If you prefer to make a monetary donation, [click here](#) for the donation form.

A-La-Carte Sponsorship

The options below allow your company to specifically target an audience seeking your product or services. These options also provide your company visible placement within our communication with members.

	Resource Directory	President's Letter		Website
Advertise in our online Resource Directory ; listing specialties and contact information under multiple categories.	✓			
Advertise in our monthly President's Letter email to our entire distribution list (over 3,500 contacts). Ad will be placed in the header and can include up to 45 words, small graphic (170px h/w), and link to your website.		✓		
Ad will be placed in the footer and can include up to 45 words, small graphic (175px h/w), and link to your website.			✓	
Your logo (175px width max) linked to your website included on the homepage and the "Sponsors" page on our website with a 30 word description.				✓
Total Cost	\$125 /year	\$100 /month	\$50 /month	\$275 /year

Special Notes:

- To advertise in the Resource Directory, select that option when joining or renewing your ATD San Diego membership.
- All annual sponsorships are valid for twelve (12) months.
- For inquiries, questions, or to discuss custom sponsorship packages, please email sponsorship@tdsandiego.org.
- If you prefer to make a monetary donation, [click here](#) for the donation form.