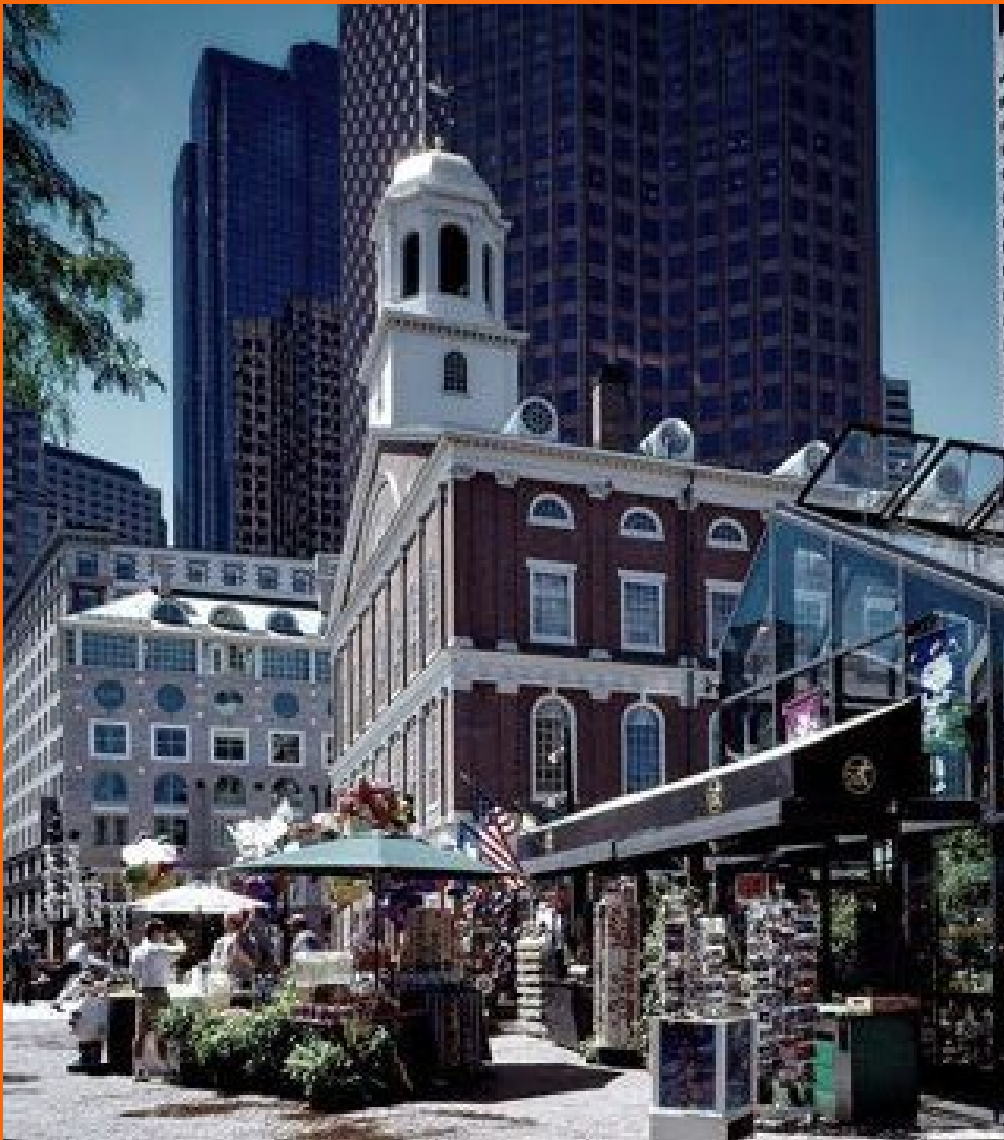




ATD GREATER BOSTON MEDIA KIT

Updated November 2022



Contact: VP of Partnerships

ABOUT US

Greater Boston ATD is the leader in providing workplace learning and performance programming to the Greater Boston community.

OUR AUDIENCE

Our chapter provides professional development services to workplace learning and performance professionals in Greater Boston. Members and associates of the chapter represent the major employers of Eastern Massachusetts (e.g. Dell/EMC, Wayfair, HubSpot, Fresenius Medical Care, Harvard University, MIT, Raytheon, Suffolk Construction, Fidelity Investments, and Liberty Mutual) and many are small business owners, contractors, and consultants with years of experience, specializing in learning and performance.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Annual Sponsorships

Sponsor a Learning or SIG (Special Interest Group) Event

Sponsor a Networking Social

Sponsor or Host a Webinar

Promote your organization/services/event

- e-Newsletter
- Social Media
- Job Postings



ANNUAL SPONSORSHIPS

	GOLD	SILVER	BRONZE
	\$2,750	\$1,500	\$950
ATD BOSTON MEMBERSHIP Annual membership for employees or can be gifted if desired by sponsor.	3	2	1
EVENT REGISTRATION Complimentary access to our learning, networking or SIG events.	10	6	4
LEARNING EVENT Sponsorship of in person or virtual learning or SIG event.	1		
SPONSORED WEBINAR Sponsorship of virtual learning event.	2	1	1
SOCIAL MEDIA POSTS Social media posts to promote sponsored events	✓	✓	✓
E-NEWSLETTER ADS OR ARTICLES Advertisement or content block in e-newsletter.	3	2	1
LOGO ON WEBSITE & AT EVENTS Logo listed on ATD Greater Boston website linking to company site. Logo on sponsorship powerpoint slide at every event.	✓	✓	✓
GIVEAWAYS Opportunity to provide books, merchandise for giveaways.	✓	✓	✓

LEARNING EVENT / SIG EVENT SPONSORSHIP

\$750

01

PROGRAM ADMISSION

Two admissions to the program.

02

WEBSITE EVENT PAGE

Logo with up to 50-word company profile and website link on event page.

03

NEWSLETTER

Two newsletter mentions with logo and organization description including link to sponsor website.

04

GIVEAWAYS

Opportunity to conduct a raffle that will be drawn at the end of the program.

05

EVENT AIRTIME

5-minute presentation to describe services/offering to attendees.

06

MARKETING MATERIAL

Marketing material to be provided to attendees (provided by sponsor).

07

SOCIAL MEDIA

Social media mentions with event promotional posts.



NETWORKING SOCIAL EVENT SPONSORSHIP

\$850

01

PROGRAM ADMISSION

Three admissions to the program.

02

WEBSITE EVENT PAGE

Logo with up to 50-word company profile and website link on event page.

03

NEWSLETTER

Two newsletter mentions with logo and organization description including link to sponsor website.

04

GIVEAWAYS

Opportunity to conduct a raffle that will be drawn at the end of the program.

05

EVENT AIRTIME

5-minute presentation to describe services/offering to attendees.

06

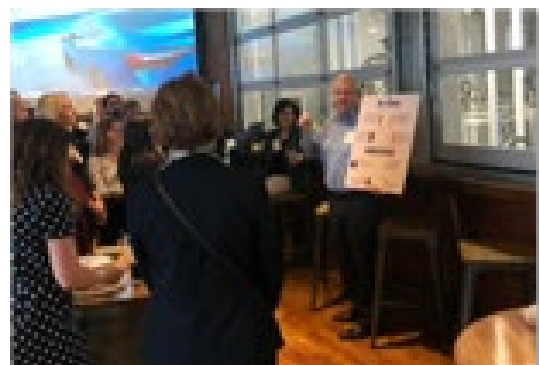
MARKETING MATERIAL

Marketing material to be provided to attendees (provided by sponsor).

07

SOCIAL MEDIA

Social media mentions with event promotional posts.



SPECIFICATIONS

EVENT SPONSORS

- ◆ High resolution logo
- ◆ Company/Organization/Service description
- ◆ URL

E-NEWSLETTER

- ◆ Headline
- ◆ 100 word description
- ◆ URL
- ◆ Visual



Our friends at @TTA (known as The Training Associates) are hosting the TTA Learning Conference on September 25, 2019 in Natick, MA. The event is for learning and development leaders and their teams, where you'll learn from world-class experts and gain skills and knowledge to help you better manage and develop your talent. Use discount code VIP30 for 30% off and register today.

<https://www.eventbrite.com/affiliate-register?eid=60704385451&affid=302173101>

QUESTIONS?

PARTNERSHIPS@TDBOSTON.ORG

We look forward to partnering with you to continue our mission of creating a world that works better through exceptional learning and performance.

