



NEBRASKA CHAPTER

**Association for
Talent Development**

2023

Sponsorships

ATD Nebraska History

- 269 Members
- Chapter History: Started in 1959, based in Omaha, NE
- ATD Nebraska is a regional, non profit association of talent development professionals, focused on providing our members with a collaborative community that enables their success through sharing experiences, knowledge, and resources.
- We are led by volunteer leaders representing all aspects of the talent development space including HR/OD professionals and leaders, trainers and facilitators, instructional designers & more.

ATD Nebraska Partnerships

Established relationships with major Nebraska employers



ATD Educational Partners

Nebraska employers with ATD members



Digital Reach

Social Media Presence

- LinkedIn: 2,069 contacts
- Facebook: 335 contacts
- Instagram: 235 contacts
- Quarterly Newsletter:
 - ◆ 792 contacts with 35% open rate



newsletter



Why Sponsor ATD Nebraska



The Association of Talent Development Nebraska Chapter is considered a leader among ATD chapters nationally. With over 269 members working across the talent development field, we help connect corporate sponsors with access to leaders and decision-makers across the learning and development space.

Corporate Sponsorship Tiers			
Benefits	Gold	Silver	Bronze
Logo on ATD website	X	X	X
Monthly event shoutout	X	X	X
Promotional information at chapter events	X		
Quarterly newsletter logo placement	X	X	X
Newsletter 'shoutout'	X	X	
Social promotion - FB/Insta post	2 posts (FB/Insta)	1 post (FB/Insta)	
Member only access to signature events	X		
Customized LinkedIn post	X		

'A La Carte' Sponsorship

Sponsor a Monthly Event

- Promote your brand
- Introduce our speaker
- Secure ATD Site Logo Placement
- Provide in Kind Support



The image shows a social media post from the account 'atdnebraska'. The post features a promotional graphic for an event titled 'SKETCHNOTING: THE POWER OF PAPER & PEN'. The graphic includes the ATD Nebraska Chapter logo, the event title in large bold letters, and a circular portrait of the speaker, Rachel Burnham. Text on the graphic specifies the event is a Zoom session on Wednesday, February 8, 2023, from 11:30 AM to 1:00 PM, with a 'REGISTER NOW!' button. Below the graphic are icons for heart, comment, share, and bookmark.

atdnebraska

**SKETCHNOTING:
THE POWER OF
PAPER & PEN**

JOIN THE ZOOM
SESSION ON
WEDNESDAY
FEBRUARY 8, 2023
11:30 AM- 1:00 PM

REGISTER NOW!

RACHEL
BURNHAM

♡ 💬 📌 📌

4 likes

atdnebraska Join us for our upcoming event, Sketchnoting: The Power of Paper & Pen on February 8th at 11:30... more

Support the ATD Regional Conference

Specialized Conference Support

- Secure an employer booth
- Sponsor a conference lunch
- Sponsor a speaker
- Provide in Kind support



Regional Conference Sponsorship Tiers			
Benefits	Gold	Silver	Bronze
Complimentary conference pass	2	1	1
Logo on ATD site & conference site	X	X	X
Logo displayed during conference	X	X	
Promotional bag inserts	X		
Co-Branding on conference material	X		
Quarterly newsletter logo placement	X	X	X
Newsletter 'shoutout'	X	X	
Conference booth	X	X	
Introduce the keynote speaker	X		
Customized LinkedIn post	X		
Email 'Blast'	X		

ATD Regional Conference Highlights

