

ASSOCIATION for TALENT DEVELOPMENT NE FLORIDA

# 2021 CHAPTER SPONSORSHIP & EVENT PARTNERSHIPS:

## Growing *Your Business* and *Creating Community*

- ▶ Elevate your business brand and community involvement while advancing the development of talent in North East Florida.

RE-NEW.

RE-ENERGIZE.

RE-CONNECT.



# NETWORKING WITH A PURPOSE

Association of Talent Development North East Florida (ATD NEFL) events have a **proven track record** of delivering immediate ROI to our sponsors and partners who achieve the confidence of knowing their sponsorship dollars are used further to advance the talent development priorities in North East Florida.

No other talent development event program in the NEFL delivers brand awareness and community connections simultaneously as the one ATD NEFL is proud to offer exclusively to our sponsors and partners.



**BUILD YOUR  
BRAND AWARENESS**



**INCREASE CLIENT  
ENGAGEMENT**



**SEE IMMEDIATE  
RETURN ON INVESTMENT**



**NETWORK WITH  
LOCAL COMMUNITY  
LEADERS**

## ATD NEFL EVENTS ARE DIFFERENT AND THAT MATTERS

- ▶ Event revenues support the work ATD NEFL builds talent development professionals' capability in the NEFL. (National ATD Members from South Georgia, Gainesville, and the Florida Panhandle regularly join us at our monthly and annual events).
- ▶ ATD NEFL is a well-established organization with IRS-granted non-profit status since 1987, with financial records available to any member upon request.
- ▶ Your sponsorship fees may be tax-deductible, and all proceeds support the development of talent professional capabilities in NEFL and surrounding communities. Consult your tax professional.

## WHO YOU WILL MEET!

Talent Development Professionals at all levels; from CEO to Specialist, from Dean to Student.

Entrepreneurs and prominent Consultants

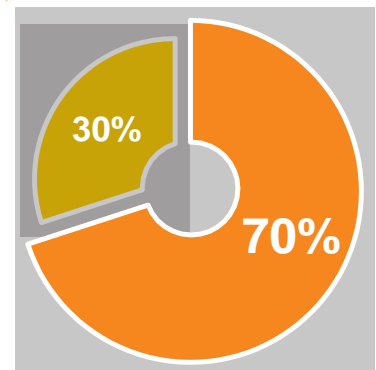
State and Local Government Representatives

NEFL Chapter and National ATD Staff and Executives

Industries Represented: Financial Services, Consulting Services, Manufacturing, Healthcare, Government/Military, Education, Insurance, Technology, Energy Utilities, Non-Profit, Retail, Hospitality, and Real Estate/Construction.

“ The ATD NEFL Mentorship Program was phenomenal! My mentor was a perfect match, and the training sessions were engaging and added tremendous value to my personal capability value! Highly recommended!  
*Gina P. Consultant*

## LEVEL OF DECISION - MAKING AUTHORITY



- 70% Leadership level decision making authority
- 30% Heavy influence over the decision-making process

# 2021 ATD NEFL EVENT CALENDAR

## MONTHLY SERIES

### JANUARY (VIRTUAL)

CAPABILITY MODEL  
OVERVIEW

### FEBRUARY (VIRTUAL)

BUILDING PERSONAL  
CAPABILITIES

### MARCH (VIRTUAL)

IMPACTING ORGANIZATIONAL  
CAPABILITIES

### APRIL

DEVELOPING PROFESSIONAL  
CAPABILITIES

### MAY

BUILDING PERSONAL  
CAPABILITIES

### JUNE

IMPACTING ORGANIZATIONAL  
CAPABILITIES

### JULY

DEVELOPING PROFESSIONAL  
CAPABILITIES

### AUGUST

BUILDING PERSONAL  
CAPABILITIES

### SEPTEMBER

IMPACTING ORGANIZATIONAL  
CAPABILITIES

### OCTOBER

DEVELOPING PROFESSIONAL  
CAPABILITIES

### NOVEMBER

ANNUAL CONFERENCE  
EVENT

### DECEMBER

CAPABILITY DEVELOPMENT  
PLAN 2022

Monthly program meetings (average 25-30 attendees)

Webinars (average 20-30 attendees)

Workshops (average 35 attendees)

## IN-PERSON or VIRTUAL SOCIALS FOR MEMBERS



FOUR HELD EACH YEAR (AVERAGE 30 ATTENDEES)

## CAREER MENTORING

JUNE - SEPTEMBER



## 2021 ANNUAL CONFERENCE EVENT

RE-NEW. RE-ENERGIZE. RE-CONNECT.

Jacksonville | November 5, 2021



# SNEAK PEAK: 2021 ANNUAL CONFERENCE EVENT LINE UP

## RE-NEW

We live in a continuously changing world, talent development professionals must remain agile and continually challenge themselves and the leaders they support. 2021 provides opportunities to renew existing relationships and make new ones. No matter how long you have been in our region, joining us will provide the opportunity to network or revitalize partnerships.

## RE-ENERGIZE

It is time for us to refocus and re-energize. Our members learn more about The Talent Development Capability Model - our blueprint for impact. It sets a new standard for the field and our profession. Our future-oriented model sets the stage for response to digital transformation, data analytics, and partnerships.



## RE-CONNECT

ATD NEFLs events consistently draw forward-thinking professionals across industries. Join our vision for development and investment in our community for long-term growth and prosperity.

## 2021 AGENDA

**3 Keynote Speakers:** Announcement Coming Soon!

**Panel Discussion:** Community and Industry Leaders

**Professional Education:** Current Trends and Thought Leadership

**Continuing Education:** Pre-conference education points/units to be available

# SPONSORSHIP OPPORTUNITIES

The Association for Talent Development of Northeast Florida is pleased to offer you the opportunity to share and introduce your services, products, and programs to learning and development professionals in the diverse community we call home. We provide your organization with many opportunities to obtain exposure, give your employees development experiences, and a unique way to serve the community in which you live.

## CHAPTER SPONSORSHIP

MONTHLY CHAPTER SPONSORSHIP  
OR  
ANNUAL CHAPTER SPONSORSHIP\*

Contact NEFL  
ATD President for  
more information

## PROGRAM / VISIBILITY SPONSORSHIP

MENTOR PROGRAM  
KEYNOTE SPEAKER  
VOLUNTEER DAY OF CARING  
NETWORKING EVENT  
VISIBILITY SPONSOR – MONTHLY WELCOME SLIDE

Contact  
Partnerships, VP  
for more  
information

## HOW WOULD YOU LIKE TO SPONSOR?

PARTNER SPONSORED NEWSLETTER  
DEDICATED EMAIL  
SPONSORED SHOUT-OUTS IN REGULAR EMAILS  
ANNUAL EVENT HAPPY HOUR  
ANNUAL EVENT CONFERENCE BAGS (LOGO)

Contact  
Partnerships, VP  
for more  
information

## 2021 EVENT HIGHLIGHTS

**MONTHLY MEMBER MEETINGS**  
11+ In-Person/Virtual Programs scheduled

**TALENT ON TAP – SOCIAL NETWORKING**  
4+ Agenda Free Opportunities to Connect

**ANNUAL ATD NEFL CONFERENCE**  
Jacksonville | November 5, 2021



# ANNUAL CONFERENCE SPONSOR OPPORTUNITIES

|  | TITLE                                | PLATINUM                             | GOLD                                 | SILVER  | BRONZE | EXHIBITOR        |
|--|--------------------------------------|--------------------------------------|--------------------------------------|---------|--------|------------------|
| Price  | \$ 10,000                            | \$ 7,500                             | \$ 3,500                             | \$1,000 | \$500  | \$ 750           |
| <b>BENEFITS DURING ANNUAL EVENT</b>                          |                                      |                                      |                                      |         |        |                  |
| ANNUAL EVENT CONFERENCE REGISTRATION                         | 4                                    | 3                                    | 2                                    | 2       | 1      | 1                |
| DISCOUNT %OFF CLIENT REGISTRATION TO ANNUAL EVENT            | 21%*                                 | 21%*                                 | 10%                                  | 10%     |        | 10%              |
| EXHIBITOR BOOTH  | X                                    | X                                    | X                                    | X       |        | X                |
| DEDICATED SLIDE IN EVENT SLIDE SHOW AND INTERMISSION LOOP    | X                                    | X                                    | X                                    |         |        | X                |
| 3 MINUTE LIVE PRESENTATION OR 1 MINUTE MARKETING VIDEO       | Before KEYNOTE                       | Before SPEAKER                       | Before PANEL                         |         |        |                  |
| COMPANY LOGO ON EVENT LANDING PAGE                           | X                                    | X                                    | X                                    | X       |        | X                |
| SPONSOR PROVIDED FREE STANDING BANNER NEAR BAR AND FOOD AREA | X                                    | X                                    |                                      |         |        |                  |
| COMPANY LOGO LINK TO CORPORATE HOME PAGE                     | X                                    | X                                    |                                      |         |        |                  |
| DESIGNATED NETWORKING TABLE DURING BREAKS                    | X                                    |                                      |                                      |         |        |                  |
| COMPANY LOGO ON ALL 2021 NEFL ATD MARKETING MATERIALS        | X                                    | X                                    |                                      |         |        |                  |
| VIP EXPERIENCE: FOR 2 CONFERENCE REGISTRANTS                 | X                                    | X                                    |                                      |         |        |                  |
| OPT-IN CONTACT ATTENDEE LIST                                 | One Week Before and After Conference | One Week Before and After Conference | One Week Before and After Conference |         |        | After Conference |
| LOGO AND GROUP PHOTO WITH KEYNOTE ON POST EVENT PAGE         | X                                    |                                      |                                      |         |        |                  |
| SPONSOR RECOGNITION IN EVENT PROGRAM                         | FULL-PAGE W LOGO                     | ½ PAGE WITH LOGO                     | ¼ PAGE WITH LOGO                     | LISTED  | LISTED | ¼ PAGE WITH LOGO |

## BENEFITS BEFORE AND AFTER ANNUAL EVENT (included)

|  |     |     |       |     |  |       |
|--|-----|-----|-------|-----|--|-------|
| LOGO prominently placed on social media blasts throughout 2021 | ALL | ALL | 7 X'S | ALL |  | 5 X'S |
| LOGO Link on Event Landing Page                                | X   | X   | X     | X   |  | X     |
| LOGO Link on Annual Event Blasts                               | X   | X   | X     | X   |  | X     |
| Logo and Group Photo with Keynote on Post Event Page           | X   |     |       |     |  |       |
| Logo marketing and sponsorship of two monthly member events    | X   |     |       |     |  |       |
| 2021 ANNUAL MEMBERSHIP TO NEFL ATD                             | 4   | 3   | 2     | 1   |  |       |

\*before March 31, 2021

# CONTACT

[partnerships@atdnefl.org](mailto:partnerships@atdnefl.org)

(352) 577-5465

## WHO IS ATD NEFL?

Our members are professionals who help others achieve their full potential by improving their knowledge, skills, and abilities in the workplace. They go by many titles: talent development managers, trainers, instructional designers, performance consultants, frontline managers, workplace learning professionals, workforce development and more.

We are Northeast Florida's premier professional organization for workplace learning and performance improvement professionals.

ATD NEFL provides its members with the knowledge, skills, tools, and resources necessary to ensure ongoing professional development, and the ability to deliver exceptional value to their organization's workplace learning and performance.

I WANT TO SPONSOR!



“ The NEFL ATD chapter members are amazing! During an unexpected lay-off, my ATD colleagues provided support and guidance in many ways. I leveraged the Career SIG and continued to engage and 'give back' to help after landing another position. The professional development within the NFL ATD chapter is high-quality and relevant. The membership relationships are priceless.

Amy Bandalos  
Sr. Consultant, Leadership & Development  
Florida Blue, a division of GuideWell