



NORTHEAST FLORIDA  
CHAPTER  
Association for  
Talent Development



RE-NEW.

RE-ENERGIZE.

RE-CONNECT.

# 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 Northeast  
Florida

## NETWORKING WITH A PURPOSE

Association for Talent Development Northeast 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 Northeast Florida.

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



## ATD NEFL EVENTS ARE DIFFERENT

- ▶ Event revenues support the work ATD NEFL does to build talent development professionals' capabilities throughout the NEFL region. National ATD members from S. Georgia, Gainesville, and the Florida Panhandle regularly join us at our events.
- ▶ ATD NEFL is a well-established organization with IRS-granted non-profit status since 1987. Financial records are available to any member upon request.
- ▶ Your sponsorship fees may be tax-deductible, and all proceeds support the development of talent professionals 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

## 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, 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.



# 2021 ATD NEFL EVENT CALENDAR

DATE	EVENT NAME
<b>THURSDAY, JUNE 3, 2021</b> <i>5:00 PM – 6:00 PM</i>	Networking Event
<b>THURSDAY, JUNE 17, 2021</b> <i>11:30 – 1:00 PM</i>	Monthly Chapter Event
<b>TUESDAY, JUNE 22, 2021</b>	Mentorship
<b>THURSDAY, JUNE 24, 2021</b> <i>11:30 AM – 1:00 PM</i>	Virtual Professional Development Event: Impacting Organization Capability
<b>MONDAY, JULY 12, 2021</b> <i>6:00 PM – 7:00 PM</i>	<b>*NEW - I/O in TD PDN</b>
<b>THURSDAY, JULY 15, 2021</b> <i>11:30 AM – 1:00 PM</i>	Monthly Chapter Event
<b>TUESDAY, JULY 20, 2021</b>	Mentorship
<b>THURSDAY, JULY 22, 2021</b> <i>11:30 AM – 1:00 PM</i>	Virtual Professional Development Event: Developing Professional Capability
<b>THURSDAY, AUGUST 5, 2021</b> <i>5:00 PM – 6:00 PM</i>	Networking Event
<b>Thursday, August 11, 2021</b>	<b>LIVE CHAPTER EVENT. ANNUAL SHRM COLLABORATION</b>
<b>THURSDAY, AUGUST 26, 2021</b> <i>11:30 AM – 1:00 PM</i>	Virtual Professional Development Event: Building Personal Capability
<b>MONDAY, SEPTEMBER 13, 2021</b> <i>6:00 PM – 7:00 PM</i>	<b>*NEW - I/O in TD PDN</b>
<b>THURSDAY, SEPTEMBER 16, 2021</b> <i>11:30 AM – 1:00 PM</i>	Monthly Chapter Event
<b>TUESDAY, SEPTEMBER 21, 2021</b>	Mentorship
<b>THURSDAY, SEPTEMBER 23, 2021</b> <i>11:30 AM – 1:00 PM</i>	Virtual Professional Development Event: Impacting Organization Capability
<b>THURSDAY, OCTOBER 7, 2021</b> <i>5:00 PM – 6:00 PM</i>	Live Networking Event
<b>THURSDAY, OCTOBER 21, 2021</b> <i>11:25 AM – 1:00 PM</i>	Monthly Chapter Event – Leveraging Your Character Strengths Daily with Marla Albertie
<b>THURSDAY, OCTOBER 28, 2021</b> <i>11:30 AM – 1:00 PM</i>	Virtual Professional Development Event: Developing Professional Capability
<b>MONDAY, NOVEMBER 8, 2021</b> <i>6:00 PM – 7:00 PM</i>	<b>*NEW - I/O in TD PDN</b>
<b>Friday, November 5, 2021</b>	<b>ATD NEFL ANNUAL EVENT – NOVEMBER TO RE-MEMBER</b>
<b>THURSDAY, DECEMBER 2, 2021</b> <i>5:00 PM – 6:00 PM</i>	Networking Event
<b>THURSDAY, DECEMBER 16, 2021</b> <i>11:30 AM – 1:00 PM</i>	Monthly Chapter Event – Year in Review
<b>THURSDAY, DECEMBER 23, 2021</b>	Virtual Professional Development Event: Wrap-up 2021 and Reconnect, Renew, Reenergize



# 2021 ATD NEFL EVENT CALENDAR (cont.)

## EVENT CAPACITIES



Monthly program meetings:  
average of 25-30 attendees

Webinars: average 20-30  
attendees

Workshops: average 35 attendees

## IN-PERSON or VIRTUAL SOCIALS FOR MEMBERS

Four held each year: average of 30 attendees



## CAREER MENTORING

Annually, June through September

## WHAT THEY ARE SAYING

**“** 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*

**“** 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*

# 2021 ANNUAL CONFERENCE

RE-NEW.

RE-ENERGIZE.

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## 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 NEFL's events consistently draw forward-thinking professionals across industries. Join our vision for development and investment in our community for long-term growth and prosperity.

## AGENDA

**3 Keynote Speakers:** Ryan Hawk, Scott Miller, and Pamela Fuller

**Panel Discussion:** Community and Industry Leaders

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

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



## 2021 ANNUAL CONFERENCE (cont.)

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### KEYNOTE SPEAKERS



## RYAN HAWK

Ryan Hawk is a keynote speaker, author, advisor, and the host of *The Learning Leader Show*, a podcast with millions of listeners in more than 150 countries. He is the author of *Welcome to Management: How to Grow from Top Performer to Excellent Leader* (McGraw Hill, January 2020.) *Forbes* called *Welcome to Management*, “the best leadership book of 2020.”

A lifelong student of leadership, he rose to roles as a professional quarterback and VP of Sales at a multi-billion dollar company. Currently, as head of Brixey & Meyer’s leadership advisory practice, Ryan speaks regularly at Fortune 500 companies, works with teams and players in the NFL, NBA, and NCAA, and facilitates “Leadership Circles” that offer structured guidance and collaborative feedback to new and experienced leaders.



## PAMELA FULLER

Pamela Fuller is the author of *The Leader’s Guide to Unconscious Bias* and is FranklinCovey’s thought leader on unconscious bias, lead architect of its organizational solution, and one of the firm’s top global sales leaders.

After earning her MBA, Pamela served as a diversity analyst at the U.S. Department of Defense, focusing on human capital planning, diversity training and statistical workforce analysis. She began her career in non-profit fundraising and advocacy, always connected to inclusion and the voices of marginalized groups.



## SCOTT MILLER

Capping a 25-year career where he served as chief marketing officer and executive vice president, Scott Miller currently serves as FranklinCovey’s senior advisor on thought leadership, leading the strategy, development and publication of the firm’s bestselling books and thought leadership.

Miller hosts the FranklinCovey-sponsored *On Leadership with Scott Miller*, the world’s largest and fastest-growing weekly leadership podcast, reaching more than six million people. Miller also authors a leadership column for *Inc.com* and *Utah Business*, and hosted the weekly iHeart Radio show, *Great Life, Great Career*. Miller is the author of the multivolume *Mess to Success* series, including *Management Mess to Leadership Success: 30 Challenges to Become the Leader You Would Follow*, *Marketing Mess to Brand Success*, and the forthcoming *Job Mess to Career Success* (January 2022.)

# 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 this diverse community we call home. We provide your organization with the following partnering opportunities to obtain exposure, give your employees development experiences, and a serve the community in a unique way:

## Monthly Meetings \$250 (1 available per event)

- Company logo with link on Email communication promoting event, registration meeting page plus 2 newsletter issues following meeting.
- (In-Person) display table at meeting, two (2) company representatives at meeting, promotional material on chairs or email to participants
- (Virtual) two company representatives
- 3- to 5-minute presentation prior to speaker, 2 slides in rolling announcements, and door prize option of collecting virtual business cards.

## Monthly Meeting Marketing Package \$50

- Logo in agenda, One (1) slide in rolling announcements
- Recognition for business partnership
- One (1) company representative at meeting
- Promotional material on chair (in-person)
- Promotional material emailed to participants (virtual)

## \*Exclusive Monthly Meeting Member Celebration \$300

- Logo in agenda, One (1) slide in rolling announcements
- Recognition for business partnership
- One (1) company representative at meeting
- Promotional material on chair (in-person)
- Promotional material emailed to participants (virtual)

**\*Only in March, June, September, December**

## Online Meeting Package (Annual) \$600 (1 available per year)

- Company logo with link on Email communication promoting event, registration meeting page plus 2 newsletter issues during the year.
- 3- to 5-minute presentation prior to speaker
- 2 slides in rolling announcements, and
- Door prize option. Receive a copy of the registration list
- One (1) company representative at meeting

## Online Event \$100 (2 available per event)

- Company logo with link on Email communication promoting event & registration meeting page following meeting,
- 2 slides in rolling announcements, and
- Door prize option,
- Receive a copy of the registration list
- One (1) company representative at meeting

# ANNUAL CONFERENCE SPONSORSHIP 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 SLIDESHOW 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 NEFLATD 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 INEVENT PROGRAM	FULL-PAGEW 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 NEFLATD	4	3	2	1		

\*before March 31, 2021

I WANT TO SPONSOR!!!

## CONTACT:

Audrey White, VP of Partnerships

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

(386) 264-4839





# NOVEMBER TO RE-MEMBER EVENT OUTLINE

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<b>10:30-11:00 am</b>	Check-in
<b>11:00-12:00 pm</b>	Vendor and Networking Hour
<b>12:00- 12:30 pm</b>	Program Kickoff
<b>12:30-1:30 pm</b>	Keynote Speaker: Ryan Hawk
<b>1:30-1:45 pm</b>	Breakout Session
<b>2:00-3:00 pm</b>	Keynote Speaker: Pamela Fuller
<b>3:00-3:15 pm</b>	Breakout Session
<b>3:30-5:00 pm</b>	Local Leaders Panel Discussion
<b>5:00-5:15 pm</b>	Breakout Session
<b>5:30-6:30 pm</b>	Keynote Speaker: Scott Miller
<b>6:30-6:45 pm</b>	Breakout Session
<b>7:00-8:00 pm</b>	Final Announcements and “Thank You’s” Followed by a Networking and Cocktail Hour (with heavy hors d’oeuvres)
<b>7:30 pm</b>	Silent Auction Closes (winners announced)