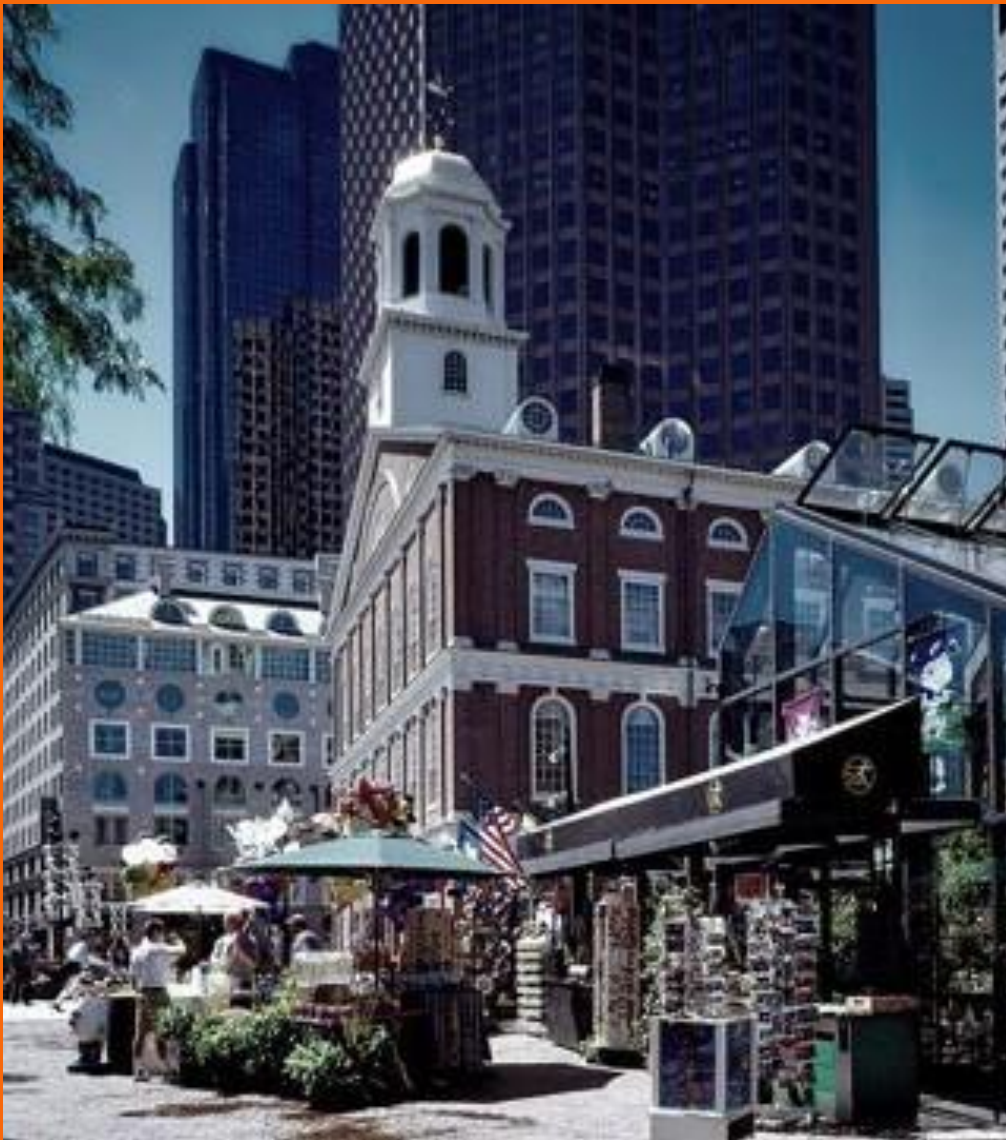




# ATD GREATER BOSTON MEDIA KIT

*Updated May 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

	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
	<b>\$2,750</b>	<b>\$1,500</b>	<b>\$950</b>
<b>ATD BOSTON MEMBERSHIP</b> Annual membership for employees or can be gifted if desired by sponsor.	3	2	1
<b>LEARNING EVENT</b> Sponsorship of one learning or SIG event.	1		
<b>EVENT REGISTRATION</b> Complimentary access to our learning, networking or SIG events.	10	6	4
<b>SPONSORED WEBINAR</b> Webinars hosted or run by sponsor.	2	1	1
<b>SOCIAL MEDIA POSTS</b> Social media posts on LinkedIn, Facebook, Twitter and Instagram.	12	9	6
<b>E-NEWSLETTER ADS OR ARTICLES</b> Advertisement or content block in e-newsletter.	3	2	1
<b>LOGO ON WEBSITE &amp; AT EVENTS</b> Logo listed on ATD Greater Boston website linking to company site. Logo on sponsorship powerpoint slide at every event.	✓	✓	✓
<b>JOB POSTINGS</b> Job posting on our website and social media.	3	2	1
<b>GIVEAWAYS</b> Opportunity to provide books, merchandise for giveaways.	✓	✓	✓

# LEARNING EVENT / SIG EVENT SPONSORSHIP

## \$750

01

### PROGRAM ADMISSION

Two admissions to the program with complimentary dinner.

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

### BUSINESS CARD COLLECTION

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

05

### SOCIAL MEDIA

6 social media mentions with event promotional posts.

06

### MARKETING MATERIAL

Marketing material placement at every seat (provided by sponsor).

07

### EVENT AIRTIME

5-minute presentation prior to start of learning event to describe services/offering to all attendees.



# NETWORKING SOCIAL EVENT SPONSORSHIP

## \$850

**01****PROGRAM ADMISSION**

Three admissions to the program with complimentary dinner.

**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****BUSINESS CARD COLLECTION**

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

**05****SOCIAL MEDIA**

10 social media mentions with event promotional posts.

**06****MARKETING MATERIAL**

Marketing material placement at every seat (provided by sponsor).

**07****EVENT AIRTIME**

10-minute presentation prior to start of learning event to describe services/offering to all attendees.



## WEBINARS

\$400

Host or sponsor an upcoming webinar. Our webinars have great engagement and attendance. Another opportunity to reach our entire membership base. On-demand webinar will also be promoted post-event for additional reach.

*We can provide the topic selections or you can recommend your topic of choice.*



# ADVERTISING



## TOP PACKAGE

- One newsletter insertion \$275
- Five social media posts



## OTHER OPTIONS

- One newsletter insertion, \$75
- One Social Media Post on all platforms, \$50

# JOB POSTINGS



## PER POST

Job Board	30 days	60 days	90 days
Social Media	2 posts	4 posts	6 posts
Newsletter	1 insertion	2 insertions	3 insertions
	<b>\$99</b>	<b>\$149</b>	<b>\$199</b>

Visit <https://tdboston.org/JobBoard>  
to learn more!



# SPECIFICATIONS

## EVENT SPONSORS

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

## E-NEWSLETTER

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

## SOCIAL MEDIA

- ◆ Post text
- ◆ (Twitter up to 280 characters)
- ◆ URL
- ◆ Image (if preferred vs URL image)
  - LinkedIn: 1200x627 pixels
  - Twitter: 600x335 pixels
  - Facebook/Instagram: 1080x1080 pixels



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>

## E-NEWSLETTER BLOCK



## SOCIAL MEDIA

---

# 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.*

