

Chapter Sponsorship Options

Spotlight Your Organization!

SEWI-ATD members are leaders and decision makers in workplace learning and performance, representing organizations across Southeastern Wisconsin. Your partnership with our chapter is an opportunity to be on the forefront with key people in the industry. SEWI-ATD engages over 250 members with a reach of more than 700 industry professionals. As a member of MMAC, our events and programs gain amplified exposure to a broader audience.

There are many ways to showcase your organization. In addition to the Annual Sponsorship options, the Chapter also offers A La Carte Sponsorship, and Special Event Sponsorship opportunities.

Annual Sponsorship Benefits	Platinum \$3,500	Gold \$2,500	Silver \$1,500	Bronze \$ 1,000
Your company's name and logo displayed on SEWI-ATD homepage, all marketing communication & at each monthly program.	✓	✓	✓	✓
Use of "SEWI-ATD Annual Sponsor" on your website and marketing materials	✓	✓	✓	✓
Provide Raffle or Giveaway Item at any monthly event, special program, or PDN	✓	✓	✓	
Sponsor banner and/or promotional/marketing materials at monthly events (must arrange in advance)	✓	✓		
Highlighted exposure at one monthly program of your choice, with 2-5-minute spotlight sponsor presentation and digital attendee list	✓			
Complimentary 1-year SEWI-ATD individual membership for a given number of your employees	3	2	1	
Your thought leadership article, white paper, or other industry-focused learning content published on SEWI-ATD Chapter website and promoted through social media & email blasts	8	6	4	2
Your choice of PDN Event or Webinar sponsorship, including logo on promo materials & acknowledgement at event	3	2	1	
Opportunity to host a complimentary educational webinar, including e-blast event ads (some restrictions apply)	2	1		
Leaders of Learning Panel Event complementary guest registrations	4	3	2	1
Use of Chapter database mailing labels for your direct mail campaign	2	1		
Your company's job postings on SEWI-ATD job bank website	4	3	2	1

A La Carte Chapter Sponsorship Options

Options and Benefits	Pricing
<p>Sponsor the giveaway/raffle item(s) for Chapter monthly program(s) or PDN</p> <ul style="list-style-type: none"> Verbal thank you in opening remarks accompanied by one slide with your company name and logo 	\$200
<p>Provide the cost (or a contribution toward the cost) of breakfast, lunch, and/or snack items for Chapter monthly program(s)</p> <ul style="list-style-type: none"> Verbal thank you in opening remarks accompanied by one slide with your company name and logo 	Cost of the breakfast, lunch, and/or snack OR a contribution
<p>Talent Development Consultant Community (NEW for 2020!)</p> <ul style="list-style-type: none"> Public-facing, member-only directory listing for independent consultants including website link, description of your business & areas of specialty 	\$100.00
<p>A one-time purchase of Chapter member database mailing labels to be used for any company direct mail campaign</p>	\$150.00
<p>Professional Development Network Event Sponsor includes:</p> <ul style="list-style-type: none"> Name and logo on event marketing promotions Special acknowledgment in opening remarks and description of your organization, along with thank you recognition in closing remarks Two complementary registrations for your employees to attend Opportunity to provide marketing collateral at registration table 	\$600.00
<p>Webinar Sponsorship: May involve financial sponsorship of a chapter webinar, or sponsor directly delivering a high-value learning event. Digital list of attendees provided. Restrictions apply.</p>	\$750.00
<p>Host a Monthly Program</p> <ul style="list-style-type: none"> Up to 5 of your employees may participate free of charge Two minute introduction before the program for you to explain what your organization does Opportunity to showcase your business with a tour offered before or after the program Exposure to our chapter members An opportunity to “test drive” the sponsorship experience Goodwill and advertising of your location with program announcements 	<ul style="list-style-type: none"> Provide seating for approximately 60 people, preferably in small table format Offer sufficient on-premise or nearby parking Provide LCD projector and screen Supply coffee, water, and light refreshments
<p>Summer Social & Other Special Event Sponsorships:</p> <ul style="list-style-type: none"> Sponsor Recognition with logo on website, e-blasts & at event. Verbal thank you in event remarks. 	<p>\$125 - \$500</p> <p>Options to provide Water, Beer/Wine, Food or Dessert</p>