



The San Diego Chapter of the American Society for Training & Development

invites you to join us in bringing valuable programs, resources, and information to the San Diego Training & Development community

We are a professional organization of close to 300 Training & Development professionals. We're one of the twelve largest ASTD chapters in the country.

Approximately half our members are mid- to senior-level employees in San Diego's business community; others are service providers and vendors in the Training & Development field. A thriving segment of our membership is students (undergraduate and graduate) and career-changers with significant corporate experience who are breaking into this growing, vital field of Training & Development.

In addition to our Chapter members, our database includes over 3,000 non-members who make use of our relevant, useful resources.

We invite organizations interested in presenting their expertise to our community to advertise with us. We offer cost-effective sponsorships at several levels as described on the following pages.

To learn more or to become a sponsor, contact our office via email or phone. Our Office Manager, Shannon Hoolihan, will provide the information you need or will put you in touch with the ASTD-SD Board member who can help you.

Shannon Hoolihan, ASTD-SD Office Manager

office@astdsandiego.org

877.296.8241

ASTD San Diego Sponsorships

RESOURCE DIRECTORY

Chapter members advertise in our online Resource Directory, listing their specialties and contact information under multiple categories.

Price: \$100/year (plus your regular membership fees)

MAILING LABELS

We have approximately 375 valid mailing addresses in our database, primarily active members and some lapsed members.

Mailing labels are provided to you within two to three business days.

Price: \$125 per set

PRESIDENT'S LETTER AD

The President's Letter is our email newsletter that goes to our entire distribution list (over 3,500 email addresses) toward the end of each month.

Your ad is placed in the right-hand column, and can include a small graphic (170 pixels maximum for height and width) and up to 45 words, with a link to your website.

Price: \$25 per ad.

WEBSITE SPONSOR

Your logo (no larger than 175 pixels in either dimension), linked to your website, included on the Sponsors page on our website and on the "Please Support Our Sponsors" banner at the bottom of every page of the ASTD-SD website. You can include a brief description of **no more than 30 words, please** (not including your URL). We will edit your write-up if your description is too long!

Price: \$25/month, or \$275 for a full year.

CHAPTER MEETING SPONSOR

ASTD-SD has approximately nine regular Chapter meetings each year, with average attendance of 35 to 40 members and non-members.

Benefits of Chapter meeting sponsorship:

- Recognition in the meeting opening and closing remarks as a Chapter sponsor.
- Your provided marketing paragraph (maximum 250 words) in our Chapter meeting printed flyer (single page/two sided).
- A display table at the meeting with your materials, banner, and/or poster.
- Your brochure/flyer and giveaway item (ex.: a pen) at every seat.
- Your logo on the introductory slide displayed during the pre-meeting networking segment of the program.
- Your logo, linked to your website, included in all meeting-related emails (announcements, registration confirmations, reminders, follow-up survey emails, etc.)

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- Opportunity to provide a door prize or drawing item (business card drawing), with recognition at the time of the drawing.
- Your logo, linked to your website, included in our website “Support Our Sponsors” page banner and Sponsors web page, for the month(s) of your sponsorship.
- One Chapter meeting attendance ticket. Additional tickets may be purchased at the discounted ASTD-SD Members’ rate.
- Opportunity to write one 650-word informative blog post during each month of your sponsorship. This may not be an advertorial, and we reserve the right to edit your article. The blog post itself may not have links to your website; your “About the Author” box of up to 75 words may have up to two links to your site.

Price options:

\$150 for one Chapter meeting ~ \$395 for three Chapter meetings ~ \$750 for six Chapter meetings

Notes:

- Multiple months’ sponsorships must run consecutively
- Chapter meetings do not include the PEAK Awards, for which we offer separate sponsorship packages.

HUMAN PERFORMANCE ALLIANCE (HPA) SPONSOR

The Human Performance Alliance is a monthly ASTD San Diego-facilitated evening networking event for all HR-related professional organizations in the area. Attendees include members of ASTD, SHRM, NHRA, NCPA, and other “sister” organizations. The events are held in the Mission Valley area each month.

Benefits of HPA sponsorship:

- Your provided flyers or brochures available for attendees to pick up at the event.
- Opportunity to provide a door prize or drawing item (business card drawing), with recognition at the time of the drawing.
- Your logo, linked to your website, included in all HPA-related emails (announcements, registration confirmations, reminders, etc.).
- Noted as our sponsor on any printed material for activities at the event.
- Attendance ticket for one representative from your organization.

Price options:

\$30 for one month ~ \$80 for three months
\$150 for six months ~ \$295 for 12 months

Note:

- Multiple months’ sponsorships must run consecutively

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PEAK AWARDS SPONSOR

The PEAK awards – Performance Excellence and Applied Knowledge – are ASTD San Diego’s annual acknowledgement of a Best Practice initiative in Training & Development. The PEAK Award dinner is typically attended by over 50 of San Diego’s top Training & Development management, who come to learn from their peers and celebrate their achievements.

To learn about sponsoring the PEAK awards, please contact anyone on our Board:

<http://www.astdsandiego.org/leadership>