



Sponsorship and Advertising Informational Packet

BENEFITS OF SPONSORSHIP

Central Mass ATD is a leader in providing workplace learning and performance programming to the greater Central Massachusetts community. Sponsors support our recognition as the premier opportunity for professionals to build their network and to support their professional development. Your financial donation helps to ensure continuation of regular programs and events.

But sponsors give more than just money. Your intellectual capital creates an environment of knowledge, community and encouragement that motivates learning professionals to consider new ideas, take action and achieve more.

All of our events are open to the public. Members and associates of the chapter represent the major employers of the region (e.g., Hanover Insurance, University of Massachusetts, Reliant Medical Group, Bay Path College, Liberty Mutual Insurance, and Hewlett-Packard) and many other small business owners, contractors, and consultants with years of experience, specializing in learning and performance.

Why should you contribute to Central Massachusetts ATD?

Your sponsorship investment will give your organization:

- Valuable exposure to learning professionals and potential customers, through networking events, volunteering, and on our website

- An elevated company profile through generous acknowledgement of your support
- Ability to meet multiple marketing media objectives through networking, company links on our website and/or email blasts, and company materials featured at our events
- Exposure to the latest and best practices in corporate learning for your training and development personnel

SPONSORSHIP LEVELS

Platinum (Annual)

\$850.00 plus two members

Company/individual donates facilities or funds towards underwriting more than one event.

Company/individual in turn for their sponsorship receives:

- Company materials prominently featured at all events
- Noted in all event e-mails as a Platinum Sponsor with your company logo
- Company logo with a 50 word company profile and website link on the Central Mass ATD sponsorship page for one year (sponsor needs to provide logo and content)
- Three minutes at the podium, at two events of your choice, to address the audience before the sponsored program
- Free advertising on the website for three months
- Four complimentary admissions to all events

Gold (Event)

Members: \$400.00 / Non-Members: \$450.00

Company/individual donates facilities or funds towards underwriting an event.

Company/individual in turn for their sponsorship receives:

- Company materials prominently featured at the designated event
- Noted in designated event e-mails as a Gold Sponsor with your company logo
- Company logo with a 50 word company profile and website link on the Central Mass ATD sponsorship page for one month (sponsor needs to provide logo and content)
- Company logo with website link and designated as a Gold Sponsor under the event listing on the Central Mass ATD home page
- Two minutes at the podium to address the audience before the sponsored program
- Free advertising on the website for one month
- Three complimentary admissions to designated event

Silver Sponsor (Event)

Members: \$200.00 / Non-Members: \$250.00

Company/individual donates funds towards underwriting an event.

Company/individual in turn for their sponsorship receives:

- Company materials prominently featured at the designated event
- Noted in designated event e-mails as a Silver Sponsor with your company logo
- Company logo with website link on Central Mass ATD sponsorship page for one month (sponsor needs to provide logo)
- Company logo with website link and designated as a Silver Sponsor under the event listing on the Central Mass ATD home page
- Two complimentary admissions to designated event

Bronze Sponsor (Event)

Free Meeting Space & Refreshments

Company/individual offers meeting space and refreshments towards underwriting an event.

Company/individual in turn for their sponsorship receives:

- Company materials prominently featured at the designated event
- Noted in designated event e-mails as a Bronze Sponsor with your company logo (sponsor needs to provide logo)
- One complimentary admissions to designated event

ADVERTISING

Advertisement placements are featured on the right-hand side panel of the **Sponsors Page Only** and will link to the advertiser's website or a designated link for more information.

Frequency	Monthly Rate	Total
1 month	\$30	\$30
3 months	\$25	\$75
6 months	\$20	\$120

Content must be previewed and approved. Upon approval, advertiser needs to provide specific logo, images, and final content.

Graphic Requirements

To ensure excellent quality advertising, please submit a digital file-ready ad with at least 100 dpi resolution in jpg format for best web quality viewing.

Advertisement sizes are similar to business card size, which may be 144 x 216 pixels or 150 x 150 pixels.

Please do not submit any Microsoft Word documents with images.

Terms of Payment

Rates are non-commissionable.

All advertising must be pre-paid by credit card using PayPal or by check made out to Central Mass ATD and mailed to CMATD PO Box 46573, Seattle, WA 98146

For more information contact: David Prince at drprince@wpi.edu

Advertising Policies

All advertisers must sign an agreement. Advertisers on contract are protected from rate increases for the duration of the contract.

Terms & Copy Regulations

Due to space limitations on the website and in the newsletter, from time to time, we may not be able to accept all advertisements.

In no event will the publisher be responsible for errors or omissions created by incorrect information provided by the advertiser or if the advertiser does not supply the correct copy by the agreed upon scheduled advertisement closing time.

The advertiser agrees to defend and indemnify the publisher against any and all liability, loss or expense incurred as a result of claims resulting from violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the content provided by an advertiser.

Central Mass ATD does not endorse the content. We facilitate the delivery of the information.

Each advertiser will be identified as "an advertiser" of the Central Mass ATD Chapter.

Central Mass ATD reserves the right to refuse an advertisement that we feel is objectionable, offensive, or promotes religious, political, or other controversial views.

Advertising/ Sponsorship Form

Name of Sponsor/Company: _____

Contact email: _____ Contact Name _____

Advertising Rates

Member/Non Member rates

- 1 month \$30 /\$30
- 3 months \$25 /\$75
- 6 months \$20/\$120

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Sponsorships Opportunities

See above for full definitions of levels

Member/Non Member rates

- Platinum (1 Full year) \$850
- Gold (Event sponsor) \$400/\$450
- Silver (Event) \$200/\$250
- Bronze (Event In Kind sponsor)-

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