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| **Chapter Name** | ATD South Florida Chapter |
| **Chapter Number (ex. CH0000)** | CH9060 |
| **Chapter Location (City, State)** | FL |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Jennifer Tomarchio |
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| **Chapter Board Position:** | VP of Finance |
| **Chapter Website URL:** | [http://www.atdsfl.org](http://enotification.td.org/track/click/30530608/www.atdsfl.org?p=eyJzIjoicTUxTUVWTG9aNFJ0VEhhdTVTWUNzeEFyWEZVIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvd3d3LmF0ZHNmbC5vcmdcIixcImlkXCI6XCI5NmEwYzE1ZDE0MGI0YmEyYThmMWU3ODYwNjI3Y2IzN1wiLFwidXJsX2lkc1wiOltcIjQzNGQyMjk1MTJiY2NjNjA5NGFhOWM0ODY0Y2U3MTNmMGNjYzVmNjJcIl19In0) |
| **Submission Title:** | Conference Sponsorship |
| **Submission Description:** | Obtaining Full-day Conference sponsorship and In-Kind donations |
| **Need(s) Addressed? Please be specific.** | In order to offer our members and the South Florida TD c ommunity a robust  full-day conference, it was essential to obtain a certai n amount of sponsorship revenue. A Chapter committee was  formed to start the planning for the conference and in so doing the first step was to create a budget for the conference,figuring an amount to be raised in sponsors that was allow us  to break even. |
| **What is your chapter's mission?** | Empowering South Florida Talent Development professionals to gain knowledge and skills while building relationships. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This allowed us to offer a quality skill-building program with lots of networking opportunity to our members and TD community at an affordable price. Vendors who attended the conference were also aligned to the profession and offered services related to talent development, adding value for the vendors, as well as for the paid participants. |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.** | This quality program allowed us to offer great skills-building sessions to participants to empower them to develop talent in the workplace. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | This was a win-win for both the attendees and the vendors. The vendors got great exposure to professionals in the Talent Development community in South Florida and the attendees learned of their services, as well as the opportunity to attend the speaker sessions and enjoy the overall conference at a great price. The vendors also raffled off some of their products and services as another value-add for our participants. |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)** | The only cost involved with implementing this plan was in volunteer hours. We formed a sponsorship team and used a “prospect list” that we have been maintaining over the last few years. We divided the list and each of us reached out to as many vendors and learning related organizations as we could. We also spread the word to the board of directors and membership to funnel any “leads” for sponsors to the VP of finance who led the sponsorship team in this effort. We also asked for “In-Kind” sponsors to provide certain products and services that we were seeking for the conference, such as AV equipment and promo give-aways, such as tote bags and note pads. |
| **How did you implement: (please give a brief description)** | • First we established a budget for the conference and determined how much we would need to raise in sponsorship in order to break even and maintain a low registration fee structure. With that goal in mind, the sponsorship pricing structure was created and a “sell sheet” designed.  • Next we formed a sponsorship team and divided our prospect list between us to reach out to vendors and organizations (both National and local). We utilized a tracking sheet that was shared via Dropbox for notes regarding communications. Once a vendor was secured, we used this sheet to track acquisition of logos, artwork, payment, registration of their complimentary attendees, etc.  • We also created templates for emails to send to prospects. • We looked at different, creative and flexible ways of engaging sponsors: o Presenting one of the sessions as well as having a table at expo,  o Providing in-kind donations or products instead of monetary contributions calculated based on market value of those products.  i.e: One of the sponsors provided their mobile app and presented at one of the sessions. Another sponsor provided promo items and speaker gifts. For both of these sponsors, we provided a table and also extended same benefits as the other exhibitors. It was a great value-add for the conference and the exhibitors. • Implementation did not end with the close of the sale. We knew we needed to provide value for our sponsors by engaging the attendees with them at the event. One of our “in-Kind” sponsors was Train by Cell who provide a mobile APP for the conference. We utilized this APP to engage our attendees with the sponsors: o Promoted the sponsors (logos and info about them on the APP) o Sent text messages to pose “attendee challenges” to visit with sponsors (ex: take a selfie with a sponsor) o We asked sponsors for prize donations ahead of time and used these for raffles for “winners” of challenges. |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)** | Our goal for sponsorship revenue was $6000. We exceeded our goal at $11,000, not including the “In-Kind” sponsors who donated AV equipment, promo give-aways, and raffle prizes.  We had a record 12 sponsors for this event. We actually had to cap it off at 12, since that is all the venue had room for.  Because we exceed this goal, we were able to spend more than budgeted for the conference and provided additional give-aways (Chapter logo ear buds) and great speaker gifts, and still made $5000 revenue on the event.  Sponsors and attendees provided very positive feedback about the engagement, the innovation of using the APP, and perceived value.  We are looking to maintain great relationships with these vendors for repeat sponsorship for our Champions of Learning event in December by offering them special pricing for that event |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | The key to our success was to start the planning process EARLY! Establish a separate budget for big events such as this and be sure to engage all board members who would be impacted (ex: VP of Finance).  It is also critical to maintain communication throughout the process.  We learned it helps to obtain sponsors if we can provide to them a list of demographics on our attendees, so we started asking for that information with our registration intake.  Some key success factors were: Thinking outside the box and strategically about the value that sponsors can bring and not only focusing on monetary contributions. Another important factor was being flexible with our sponsors with what they can provide at the same time partnering to offer ideas and options to create opportunities for them. Strong customer service mentality and approach has been another key success factor. |
| **Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):** | ATDSFL Sponsor Prospects and Tracking.xlsx ATDSFL Conference Budget.xlsx ATDSFL Conference Sponsor Opportunities.pdf Sponsor Next Steps Email sample.docx Example of Challenges.docx In Kind Sponsorship letter.docx |
| **Please attach any documents that help support this submission: (additional documents should be sent to** [SOS@td.org](mailto:SOS@td.org)**)** | [ATDSFL Conference Budget.xlsx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoialIwTXM0VXZFVnRqZkhqWTEyOHdBRUJtbXhnIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNREFtWld3OVpXeGxiV1Z1ZEY4eE5nPT1cIixcImlkXCI6XCI5NmEwYzE1ZDE0MGI0YmEyYThmMWU3ODYwNjI3Y2IzN1wiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [ATDSFL Conference Sponsor Opportunities.pdf](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoicGVBWG5fQm5HS05VaUNUdzBQQ0ZMZHk4Mk9zIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNREFtWld3OVpXeGxiV1Z1ZEY4eU1nPT1cIixcImlkXCI6XCI5NmEwYzE1ZDE0MGI0YmEyYThmMWU3ODYwNjI3Y2IzN1wiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **additional supporting documents:** | [ATDSFL Sponsor Prospects and Tracking.xlsx](http://enotification.td.org/track/click/30530608/forms.td.org?p=eyJzIjoiWnFhQWc4ZlJlS3Jpb0hoMV9PQ21SQ05MX0xBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2Zvcm1zLnRkLm9yZ1xcXFxcXFwvZG93bmxvYWQucGhwP3E9Wm05eWJWOXBaRDB4TVNacFpEMHhNREFtWld3OVpXeGxiV1Z1ZEY4eU13PT1cIixcImlkXCI6XCI5NmEwYzE1ZDE0MGI0YmEyYThmMWU3ODYwNjI3Y2IzN1wiLFwidXJsX2lkc1wiOltcIjJhN2QwMzI0NGE5ZjBjMjk3MjAxOGZjOTcxYWE3Yjc0ZDkzMjdmYTdcIl19In0) |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS on an area call with my NAC |
| **If you selected "other", please explain your response.** | Also heard from other chapter leaders |
| **Would you be willing to present on this submission at the ATD Chapter Leaders Conference (ALC)? \*Participating chapters receive up to two complimentary registrations for presenters.** | Yes |

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