



# 2023 SPONSORSHIP KIT ATD MID NJ CHAPTER

# THE STATS

80

**MidNJ ATD  
Members**

2,000+

**Regional ATD  
Contacts**

55

**2022  
Showcase Attendees**

491

**LinkedIn  
Followers**



*MidNJ ATD Chapter is excited to offer a unique opportunities for organizations to get in front of our members. Our membership is diverse, with talent development professionals that cross multiple sectors from corporate to higher ed and job titles from Vice Presidents of Learning and Development to Consultant. With our expanded yearly sponsorship package, we are able to provide year round visibility to our members, and include an opportunity for in person sponsorship at our annual showcase.*



# ABOUT THE CHAPTER

## OUR MISSION

*The mission of the Mid NJ ATD Chapter is to empower our members to positively impact their communities, its people and organizations, by improving training and talent development programs.*

*We do this by:*

- *Connecting professionals.*
- *Sharing knowledge and practices.*
- *Developing foundational knowledge and expertise.*
- *Growing opportunities.*

## OUR SHOWCASE

*Our showcase has been a staple of our programming for the past 12 years. Unlike many conferences, summits, and other events you have attended, the Mid NJ ATD Chapter Showcase has placed its focus on advancing learning through technology. With past showcases tackling topics such as hybrid learning, blended learning, social learning, and utilizing the latest technology to engage audiences, the showcase is our most highly anticipated and attended event of the year! We are looking forward to continuing our partnership with Rider University in 2023 and hosting our next showcase on campus!*

# PAST SPONSORS



# VIRTUAL ONLY SPONSORSHIP PACKAGES

*We offer two packages for sponsors:  
New Sponsors and Returning Sponsors*

## KEY OPPORTUNITIES

- *Social media marketing – Opportunity to contribute up to 2 insight-driven posts for LinkedIn in the calendar year.*
- *Brand Awareness – Your logo on the Mid NJ ATD Chapter website, on all email communications to chapter members throughout year, on conference webpages, on graphics throughout the conference, in pre- and post-show communications, and in promotional materials shared on social media.*
- *Up to 5-minute video to play during breaks at Tech Showcase and available on our YouTube channel for the year.*

**RETURNING  
SPONSOR  
TOTAL  
INVESTMENT:  
\$150**

**NEW  
SPONSOR  
TOTAL  
INVESTMENT:  
\$200**

# HYBRID SPONSORSHIP PACKAGES

*We offer two packages for sponsors:  
New Sponsors and Returning Sponsors*

## KEY OPPORTUNITIES

- *Social media marketing – Opportunity to contribute up to 2 insight-driven posts for LinkedIn in the calendar year.*
- *Brand Awareness – Your logo on the Mid NJ ATD Chapter website, on all email communications to chapter members throughout the year, on conference webpages, on graphics throughout the conference, in pre – and post-show communications, and in promotional materials shared on social media.*
- *Up to 5-minute video to play during breaks at Tech Showcase and available on our YouTube channel for the year.*
- *8' Table at Tech Showcase and 2 tickets to attend the showcase.*

**RETURNING  
SPONSOR  
TOTAL  
INVESTMENT:  
\$300**

**NEW  
SPONSOR  
TOTAL  
INVESTMENT:  
\$400**

# BEVERAGE SPONSORSHIP PACKAGE

*2 Packages available!*

## KEY OPPORTUNITIES

- Conference attendees will gather during breaks for much-needed refreshment breaks.
- This package includes:
  - All options as listed above for virtual or hybrid sponsorship.
  - Recognition in all pre-showcase reception-specific communication.

**BEVERAGE  
SPONSOR  
TOTAL  
INVESTMENT:  
\$500**

# MEMBER MIXER SPONSORSHIP PACKAGE

*Only 1 package available!*

## KEY OPPORTUNITIES

- Conference attendees will have the opportunity to connect with each other and sponsors during our Member Mixer during the Showcase.
- Sponsoring the Member Mixer will allow the Mid NJ ATD Chapter to host a dessert break in the afternoon with coffee and tea.
- This sponsorship package includes:
  - All options as listed above for virtual or hybrid sponsorship.
  - Recognition in all pre-showcase reception-specific communication.
  - 15-minute kickoff at beginning of the mixer to share more about your organization.

**MIXER  
SPONSOR  
TOTAL  
INVESTMENT:  
\$1000**



# POST SHOWCASE RECEPTION SPONSORSHIP PACKAGE

*Only 1 package available!*

## KEY OPPORTUNITIES

- After the Showcase, attendees will be invited for a networking night at a local restaurant. We will also open this networking night to all on the Mid NJ ATD Chapter contact list in case they are unavailable to attend the Showcase.
- This sponsorship package includes:
  - All options as listed above for virtual or hybrid sponsorship.
  - Recognition in all pre-showcase reception-specific communication.
  - 20-minute kickoff at beginning of the reception to share more about
  - your organization.

**RECEPTION  
SPONSOR  
TOTAL  
INVESTMENT:  
\$1400**

HOST SPONSOR

2023 TECH SHOWCASE

THANK YOU!

*We are excited to be returning back to Rider this year and would like to thank and acknowledge our Host Sponsor for their contributions to making our showcase a success!*



**RIDER**  
**UNIVERSITY**

# MESSAGE FROM THE MID NJ ATD PRESIDENT, KALPANA PATEL

66

*Encouraged by a 30% growth in membership this year and the grand success of our overall programming and our Annual Technology Showcase in 2022, the Mid NJ ATD chapter is proud to some unique opportunities for our sponsors looking to build brand awareness in 2023. We encourage you to start early in the year to avail of annual sponsorship packages or to schedule an ATD education event at your location on a topic of your choosing, or sponsor one of our annual events.*

*Please inquire at [info@midnjatd.org](mailto:info@midnjatd.org) for early bird special sponsorship opportunities.*

## MID NJ ATD TECH SHOWCASE

DATE: SEPTEMBER 27, 2023  
LOCATION: RIDER UNIVERSITY  
[WWW.MIDNJATD.ORG](http://WWW.MIDNJATD.ORG)

### CONTACT INFO



[midnjatd@gmail.com](mailto:midnjatd@gmail.com)  
[www.midnjatd.org](http://www.midnjatd.org)