

# MAKE A DIFFERENCE

## 5 Reasons to Sponsor the Associate of Talent Development's Central Iowa Chapter



### COMMUNITY SUPPORT

We are a member-driven non-profit. Supporting our organization means your company believes in the talent development industry and our mission to innovative solutions that link workplace learning and performance to organizational results.

### BRAND RECOGNITION

We are the go-to professional organization within our industry. Sponsoring ATD Central Iowa provides an instant connection between your company and the talent development field.



### RELATIONSHIP BUILDING

We are trustworthy, authentic and relevant. Partnering with us will allow you to build positive relationships with our members.



### ESTABLISHED MARKET

We have a large membership. Backing us provides a place for you to market talent development products and resources to an eager audience.



### MEMBERSHIP INSIGHTS

We have a talented membership. Working with us gives you insight from the best and brightest of the Central Iowa talent development community.

