



CHART Partner Benefits

CHART strives to develop and maintain true reciprocal relationships with each partner, learning from and sharing with members and working together to maximize the benefits from the relationship. Since each CHART partner has different interests and goals, we work with each individually to ensure that each is able to leverage their support in a meaningful way. We offer the following partner opportunity levels, with examples of the types of benefits we can provide with each level of support.

Platinum Level **\$35,000**

- Prime listing in CHART materials, including articles and press releases as appropriate, in conference brochures, conference materials and apps, printed and online newsletters, and photo albums, as well as logo and link on CHART website home page and on conference website. Logo with link also on CHART website under CHART recommended resources.
- Company receives 2 complimentary conference registrations at both the winter and the summer conference, for a total of 4 complimentary registrations per year.
- Company is permitted to register 6 nonmember representatives for each CHART Conference at the member rate.
- Individual marketing opportunities as appropriate to increase visibility and to fit the platinum partners' marketing efforts.
- Logo on display at CHART conferences.
- Full-page 2-sided color marketing page placed in conference materials or at registration or on conference app.
- Special recognition, award and brief recipient speech opportunity at CHART summer conferences.
- Up to 6 nonmember representatives may be subscribed to CHART's Ask My Peers Online Discussion Group.

- Limited research opportunities as appropriate – e.g. Focus group at conference.
- Breakout or pre-conference workshop opportunities when appropriate content is available.
- Complimentary booth in both winter and summer Resource Galleries.
- Ability to advertise discounted products and services for CHART members on CHART website.
- Ability to place company literature on sponsor table near registration.
- Press release announcing Partnership sent to trade publications upon initial commitment.
- One reserved table at Commitment to People Awards Dinner (if requested).
- Two blog opportunities on CHART website - Blog to be industry focused but may include references to member company's products. Timing to be approved by CHART Marketing Director.
- CHART free webinar opportunity each year - Webinar to be industry focused but may include references to member company's products. Timing to be approved by CHART Board.
- At least 4 social posts shared by CHART on social media - platform and timing to be approved by CHART Marketing Director. Posts should use #charttrainers. (Partners can post more. CHART Marketing Director will share selected posts).
- Ability to offer \$200 conference fee discounts to nonmember clients of the company using the company's personal discount code.
- Ability to nominate eligible clients for CHART Learning Legacy Fund Grant, the winner of which can attend a CHART conference for free, including covered travel expenses.
- Attend, host, and perhaps present at a CHART Regional Meeting (RTF).
- Company representative invited to introduce a key note speaker at summer and winter conference.
- Opportunity to add promotion to FlipCHART Newsletter 2 times a year.
- Opportunity to add promotion to Training Flash 2 times per year.

- Opportunity to sponsor Saturday night optional dinner at summer & winter conference.
- Opportunity to arrange a room drop of promotional item at CHART conference (at partner's expense).
- Company is permitted one conference team director per conference.

GOLD LEVEL

\$25,000

- Listing in CHART materials, including articles and press releases as appropriate, in conference brochures, conference materials and apps, printed and online newsletters, and photo albums, as well as logo and link on CHART website home page and on conference website. Logo with link also on CHART website under CHART recommended resources.
- Company receives 1 complimentary conference registration at both the winter and the summer conference, for a total of 2 complimentary registrations per year.
- Company is permitted to register 4 nonmember representatives for each CHART Conference at the member rate.
- Individual marketing opportunities as appropriate to increase visibility and to fit the gold partners' marketing efforts.
- Logo on display at CHART conferences.
- Full-page 2-sided color marketing page placed in conference materials or at registration or on conference app.
- Special recognition and award at CHART summer conferences.
- Up to 4 nonmember representatives may be subscribed to CHART's Ask My Peers Online Discussion Group
- Limited research opportunities as appropriate – e.g. Focus group at conference.
- Breakout or pre-conference workshop opportunities when appropriate content is available.
- Complimentary booth in both winter and summer Resource Galleries.

- Ability to advertise discounted products and services for CHART members on CHART website.
- Ability to place company literature on sponsor table near registration.
- Press release announcing Partnership sent to trade publications upon initial commitment.
- One reserved table at Commitment to People Awards Dinner (if requested).
- Two blog opportunities on CHART website - Blog to be industry focused but may include references to member company's products. Timing to be approved by CHART Marketing Director.
- CHART free webinar opportunity - Webinar to be industry focused but may include references to member company's products. Timing to be approved by CHART Board.
- At least 3 social posts shared by CHART on social media - platform and timing to be approved by CHART Marketing Director. Posts should use #charttrainers. (Partners can post more. CHART Marketing Director will share selected posts).
- Ability to offer \$200 conference fee discounts to nonmember clients of the company using the company's personal discount code.
- Ability to nominate eligible clients for CHART Learning Legacy Fund Grant, the winner of which can attend a CHART conference for free, including covered travel expenses.
- Attend, host, and perhaps present at a CHART Regional Meeting (RTF)
- Company logo to be on digital photo rotation during networking lunch.
- Company representative invited to introduce a key note speaker at summer or winter conference.
- Opportunity to add promotion to FlipCHART Newsletter 2 times a year.
- Opportunity to arrange a room drop of promotional item at CHART conference (at partner's expense).
- Opportunity to sponsor Saturday night optional dinner at summer & winter conference.

SILVER LEVEL

\$15,000

- Listing in CHART materials, including articles and press releases as appropriate, in conference brochures, conference materials and apps, printed and online newsletters, and photo albums, as well as logo and link on CHART website home page and on conference website. Logo with link also on CHART website under CHART recommended resources.
- Company is permitted to register 2 nonmember representatives for each CHART Conference at the member rate.
- Logo on display at CHART conferences.
- Full-page 2-sided color marketing page placed in conference materials.
- Special recognition and award at CHART summer conferences.
- Up to 2 nonmember representatives may be subscribed to CHART's Ask My Peers Discussion Group
- Breakout or pre-conference workshop opportunities when appropriate content is available.
- Complimentary booth in both winter and summer Resource Galleries.
- Ability to advertise discounted products and services for CHART members on CHART website.
- Ability to place company literature on sponsor table near registration.
- Press release announcing Partnership sent to trade publications upon initial commitment.
- Two blog opportunities on CHART website - Blog to be industry focused but may include references to member company's products. Timing to be approved by CHART Marketing Director.
- CHART free Webinar opportunity every other year if appropriate content - webinar to be industry focused but may include references to member company's products. Timing to be approved by CHART Board.
- At least 2 social posts shared by CHART on social media - platform and timing to be approved by CHART Marketing Director. Posts should use #charttrainers. (Partners can post more. CHART Marketing Director will share selected posts).

- Ability to offer \$200 conference fee discounts to nonmember clients of the company using the company's personal discount code.
- Ability to nominate eligible clients for CHART Learning Legacy Fund Grant, the winner of which can attend a CHART conference for free, including covered travel expenses.
- Attend, host, and perhaps present at a CHART Regional Meeting (RTF)
- Company logo to be on digital photo rotation during networking lunch.
- Opportunity to sponsor Saturday night optional dinner at summer & winter conference.

BRONZE LEVEL

\$7,500

- Listing in limited CHART materials, which may include articles and press releases, conference brochures, conference materials and apps, printed and online newsletters, and photo albums, as well as logo and link on CHART website home page and on conference website. Logo with link also on CHART website under CHART recommended resources.
- Company is permitted to register 1 nonmember representative to attend the CHART conference for **one day** at the conference they sponsor.
- Logo on display at CHART conference.
- Recognition at CHART conference Business Meeting.
- Complimentary booth at winter OR summer Resource Gallery.
- Logo with link on CHART website home page and listing under CHART recommended resources.
- Logo with link on conference websites.
- Press release announcing Partnership sent to trade publications upon initial commitment.
- At least 1 social post shared by CHART on social media - platform and timing to be approved by CHART Marketing Director. Posts should use #charttrainers. (Partners can post more. CHART Marketing Director will share selected posts).
- Company logo to be on digital photo rotation during networking lunch.

FRIEND
Up to \$5,000

- Listing in CHART conference signage materials as appropriate.
- Recognition at CHART conference.

CONFERENCE PATRON
Sponsorship of Conference Event or Add-on

- Listing in CHART conference signage materials as appropriate.
- Recognition at CHART conference.