

Annual Conference and Expo (ACE)

Event Sponsorship Opportunities



**SOUTH CAROLINA
CHAPTER**

**Association for
Talent Development**


CONFERENCE OVERVIEW

ATD (Association Talent Development) is the world's largest association dedicated to workplace learning and development professionals.

The ATD South Carolina Annual Conference and Expo (ACE) will take place on Friday, October 20, 2023, from 8 a.m. to 3 p.m. The conference will be held at Dominion Energy, 400 Otarre Parkway, Bldg. E, Cayce, SC 29033. Given that we haven't been able to hold a conference for the last few years, we are excited once again to offer this great event.

We've lined up an amazing group of dynamic speakers, thought leaders and industry experts who will share their insights and wisdom with contagious energy. "Unleashing Brilliance" is all about embracing creativity in every aspect of talent development.

We anticipate a healthy turnout this year with Sponsors and Exhibitors having visibility in the lobby area. This will allow access to over one hundred learning and development professionals from across South Carolina including learning & development managers, decision makers, corporate trainers, instructional designers, training consultants and others to meet, share experiences and explore the latest innovations in talent development.



For more information, contact
Bobby George
VP of Partnerships
vp_partnerships@atdsouthcarolina.org

Thank you for your interest in becoming a sponsor for the ATD South Carolina's Annual Conference and Expo (ACE) Event. The matrix below outlines the four levels of sponsorship and the benefits of each.

Benefits	Platinum \$2,000	Gold \$1,500	Silver \$1,000	Exhibitor \$500
Complimentary registrations	4	3	2	1
Program guide ad (digital)*	½ page	½ page	½ page	¼ page
Banner Ad on conference website	✓			
Logo on email marketing	✓			
Select booth space location	✓	✓		
Conference sponsorship recognition	✓	✓	✓	
Opportunity to host prize drawing	✓	✓	✓	
Booth space provided	✓	✓	✓	✓
Listing in virtual exhibitor directory	✓	✓	✓	✓
Logo on conference website	✓	✓	✓	✓
Social media attention	✓	✓	✓	✓

The organization: (“Sponsor/Exhibitor”) contracts for Sponsor opportunities provided by ATD South Carolina (“ATD”). Any additional opportunities/benefits must be agreed to by both parties and listed on this contract. This contract is not valid until it has been signed by both the Sponsor/Exhibitor and ATD and ATD has received payment in full. Go to <https://astd-midlands.wildapricot.org/page-1863383> for an overview of the conference.

We will accept for consideration, on a first come, first served basis, completed, and signed contracts that are submitted to vp_partnerships@atdsouthcarolina.org prior to September 15, 2023. Earlier submissions provide the Sponsor/Exhibitor the best selection of available options and maximum marketing visibility. Only Payment in full will reserve a space for Sponsor/Exhibitor participation.

Please complete the Sponsorship Agreement and Vendor Information Form and submit it to Bobby George at vp_parnerships@atdsouthcarolina.org.

Payments may be made via check or credit card.

For checks, please make payable to **ATD South Carolina**, put Exhibitor in the memo line and mail it to:

ATD South Carolina
PO Box 512
Columbia, SC 29202

To pay by credit card, please contact Sara Warren, VP of Finance at vp_finance@atdsouthcarolina.org.

A bill will be sent via email that can be paid electronically.

IN-KIND SPONSORSHIP AGREEMENT

This **In-kind Sponsorship** Agreement (the "**Agreement**") is made and entered into on Click or tap to enter a date. (the "Effective Date") by and between Click or tap here to enter text., organized under the laws of South Carolina, with its principal place of business at Click or tap here to enter text. ("**Sponsor**"), and **ATD South Carolina**, a 501c3 nonprofit organized under the laws of South Carolina, with its principal place of business at PO Box 512, Columbia, SC 29202 ("**Sponsee** or **Sponsored Organization**").

WHEREAS, the Sponsored Organization seeks the support of Sponsor in the form of in-kind goods or services, and Sponsor wishes to support the Sponsored Organization by providing such in-kind goods or services.

NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein, the parties agree as follows:

1. **Sponsorship.** Sponsor agrees to provide in-kind support to the Sponsored Organization as described in **Exhibit A** attached hereto and incorporated herein by reference. The value of the in-kind support is estimated to be [insert estimated value] ("In-Kind Contribution").
2. **Term.** This Agreement shall commence on the Effective Date and shall terminate on Click or tap to enter a date., ("Termination Date").
3. **Representations and Warranties.** Sponsor represents and warrants that:
 - a. it has the right to provide the In-Kind Contribution as contemplated by this Agreement;
 - b. the In-Kind Contribution will be free from defects in material and workmanship and will conform to any applicable specifications provided by the Sponsored Organization; and
 - c. the In-Kind Contribution will not infringe any intellectual property or other proprietary right of any third party.
4. **No Warranty.** SPONSOR DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, WITH RESPECT TO THE IN-KIND CONTRIBUTION.
5. **Confidentiality.** The parties agree that the terms and conditions of this Agreement are confidential and shall not be disclosed to any third party without the prior written consent of the other party, except as required by law.
6. **Indemnification.** Sponsor shall indemnify and hold harmless the Sponsored Organization and its directors, officers, employees, and agents from and against

any and all claims, damages, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or relating to any breach of this Agreement by Sponsor or any act or omission of Sponsor.

7. **Governing Law.** This Agreement shall be governed by and construed in accordance with the laws of South Carolina, US without giving effect to any choice or conflict of law provision or rule that would cause the application of the laws of any jurisdiction other than [insert state/country].
8. **Entire Agreement.** This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior negotiations, understandings, and agreements between the parties, whether written or oral.
9. **Counterparts.** This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

EXHIBIT A

In-Kind Sponsor agrees to provide:

SPONSORSHIP AGREEMENT

Created on [Click or tap to enter a date.](#)

This Sponsorship Agreement [known hereafter as the "Agreement"] is executed between [Click or tap here to enter text.](#), known hereafter as the "Sponsor"] and **ATD South Carolina**, known hereafter as the "Sponsee."

Terms of Agreement

1. Sponsee Obligations

The Sponsee will give the Sponsor contribution for the benefits listed on page three.

2. Sponsor Obligations

The Sponsor agrees to pay the amount of [Click or tap here to enter text.](#) made payable to [Sponsee] and due on [Click or tap to enter a date.](#).

3. Sponsor Trademarks and Materials

Subject to the terms and conditions of this Agreement, the Sponsor grants the Sponsee the right to use the Sponsor's trade names, logo designs, trademarks, and company descriptions as provided in Sponsor marketing materials. These assets may be used in any medium of advertising, promotional products, or marketing materials distributed solely in connection with ATD South Carolina (Sponsee). Sponsee agrees to use materials according to Sponsor's trademark usage guidelines.

The Sponsor agrees to offer the following materials for marketing and promotional purposes:

- [List all materials the Sponsor will provide.]

4. Indemnity

4.1 The Sponsor will indemnify, defend, and hold the Sponsee harmless from and against any claims relating directly or indirectly to, or arising out of, content posted on the Sponsor's respective website, use of Sponsor materials, or use of Sponsor's logos and trademarks.

4.2 The Sponsee will not be responsible for damage to or loss of property belonging to the Sponsor, its employees, contractors, or agents or for personal injury to the Sponsor's employees, contractors, agents, directors, or invitees except to the extent that claims may be solely and directly attributed to willful misconduct or gross negligence of the Sponsee and Sponsee's employers, directors, or officers.

4.3 Sponsor will give Sponsee prompt written notice of any suit or claim that comes within the purview of these indemnities.

5. Limitation of Liability

In no event shall either party be liable to the other party for any consequential, incidental, indirect, or punitive damages regardless of whether such liability results from breach of contract, breach of warranties, tort, strict liability, or otherwise.

6. Term and Termination

6.1 This Agreement will be valid for the period of Click or tap to enter a date. to Click or tap to enter a date.

6.2 The Sponsee may terminate this Agreement at any time for any reason. In the event that the Sponsee terminates this Agreement for any reason other than Sponsor's breach of Agreement, the Sponsee shall refund any fees received from the Sponsor and return any materials, equipment, hardware, or software loaned by the Sponsor for the event, at the Sponsor's expense.

6.3 The Sponsor may terminate this Agreement for breach of Agreement by the Sponsee after giving Sponsee at least ten (10) days prior written notice specifying the nature of the breach and giving the Sponsee at least ten (10) days to resolve such breach. If breach occurs less than ten (10) days before the event, Sponsor may terminate this Agreement if breach is not resolved by the first day of the event.

7. Disagreement

In the case of a disagreement at any point, the parties will refer the matter to an independent arbitrator appointed by mutual agreement.

8. Miscellaneous

8.1 This Agreement will supersede any or all prior oral or written forms of understanding between the Sponsor and Sponsee. This Agreement may not be amended or modified except when one or both parties execute amendments in writing and amendments are signed by both parties.

8.2 This Agreement shall be governed by and executed in accordance with the laws of the State of South Carolina applicable to agreements made and to be performed entirely within this state.

8.3 The terms and conditions of this Agreement shall not be divulged to any third party without prior written approval from both parties.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: _____

VENDOR INFORMATION FORM

Contact Information			
Company or Organization			
Contact Name			
Company Website			
Mailing Address			
Email Address			
Preferred Phone Number			
Are you an ATD member?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Contact Information – Day of the Conference			
Contact Name			
Title			
Company or Organization			
Contact Cell Phone Number			
Email Address			
Comments			
Sponsorship Level			
<input type="checkbox"/> Platinum	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver	<input type="checkbox"/> Exhibitor
Payment Preference			
<input type="checkbox"/> Check	<input type="checkbox"/> Credit Card		
Once Contract is Signed and Payment is Made in Full			
<p>Email Logo for the conference program, signage and website in all the following formats if possible: jpg, jpeg, png.</p> <p>Please include a high-resolution version. Send to vp_partnerships@atdsouthcarolina.org.</p> <p><i>***Opportunities and Benefits of participation will NOT go into effect until payment is received in FULL.***</i></p>			