

ATAP



SPONSOR PROSPECTUS

2023

WWW.ATAPGLOBAL.ORG
SPONSOR@ATAPGLOBAL.ORG



About ATAP



Founded in 2016, ATAP's mission is to cultivate a community that sparks innovation, engagement, and knowledge sharing for Talent Acquisition. As a 501(c)6 association, our volunteer led association is comprised of talent acquisition professionals across the globe who all share a vision of advancing our profession.

Leadership

ATAP[▲]

2023



Christy Spilka
VP, Global TA | iCIMS
President



Cathy Henesey
VP, TA | AdventHealth
Past President



Sarah Peck
TA Leader
Vice President



Tarah Littlejohn
TA Mgr. | MoneyGram
Treasurer



Rob Lockard
Sr Consultant | Helios HR
Secretary



Melissa Thompson
Global Head of TA | Ford
Board Member



BJ McGuire
VP, Global TA | Procore
Board Member



Chloé Rada
Global TA Ops/Brand Leader
Board Member



Angie Alvarez
Sr. TA Mgr. | Scouter
Board Member

Sponsorship Overview

When you sponsor ATAP, you help us achieve our mission of advancing TA globally while reaching a large audience of TA professionals. ATAP's members serve in various TA roles with a heavy concentration in corporate TA leadership. We offer many ways to support ATAP with a range of investment options. All options have a limited quantity and are expected to sell out.

Sponsor Webinars

ATAP hosts 1 sponsor webinar per month. Your 30 minute webinar is advertised to both members and non-members.

We offer two investment options. The Gold option includes additional advertising of your event and a recording posted in our members' only community, Circle for 1 year.

Newsletter

Our member newsletter is emailed at the end of every month and receives a high amount of engagement. Newsletter ads are available.

Global TA Day

ATAP's annual "give back" event for all TA Professionals across the globe. Hosted virtually on the first Thursday in September with 3K+ registrants. TA teams celebrate our profession with company events, Global TA Day materials, social posts, and recognition. Only 2 Platinum packages are available.

Dedicated Email

Some packages include a dedicated email blast. This email will be designed by your company and will be sent to thousands of TA Professionals.

Sponsor@atapglobal.org | 301-517-6872

Global TA Reach



#GLOBALTADAY



**12 Hour
Global Event**



**3K+ Register
Each Year**



**Recorded Content
Available to Members Year
Round**



**Swag
Giveaways**



**Global
Social
Posts**



Top TA Thought Leader Speakers

Sponsor Options

Level	Investment	Details
Platinum	\$15,000	Global TA Day Advertising, Dedicated Email Blast, Newsletter Ad, Main Stage Speaker
	\$10,000	Global TA Day Advertising, 3 minute recorded commercial
Gold	\$5,000	Sponsor Webinar, Newsletter Ad, Social Post, Circle Post, Email Blast, Library Recording
	\$2,000	ATAP Database Email Blast
Silver	\$1,500	Sponsor Webinar, Newsletter Ad, Social Post

All Sponsor Levels receive recognition on our website

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