**2025 Spring into TDM**

**Chapter Spring Event Proposal**

To support the development of strong local TDM communities we are excited for chapters to collaborate with ACT National to host local events to expand professional development and member engagement during Spring into TDM (February – May 2025). Our goal is to have all chapters host at least one in-person event during this timeframe, providing more face-to-face activities and collaborative work was identified as a primary objective within ACT’s strategic plan and these events will help the association achieve this goal.

By increasing the number of chapter hosted events, we believe we can deliver greater value to members, increase opportunities for professional development, better serve members that may not be able to travel to national events, increase exposure to prospective members, strengthen chapter programming, and raise new revenues to support chapter activities. We believe this will be a win-win opportunity for chapters who want to deliver high-value events that will raise the profile of TDM within their chapters and offer new financial resources to support ongoing programs, social events and scholarships.

The form below is designed to assist your chapter with thinking through and planning out your chapter’s Spring into TDM event. Our goal is to finalize all events by late Fall, so that ACT National can pitch sponsors to support the overall Spring into TDM initiative. A portion of sponsorship dollars raised will be shared with all chapters hosting Spring into TDM events.

What events fit within Spring into TDM?

There is significant freedom being provided to chapters to determine the type or types of events they would like to host during Spring into TDM. We encourage chapters to take the time to think about what would be of most interest to your chapter’s members, prospects, and stakeholders within your region.

Events that your chapter can consider include, but are not limited to:

* + Tours of local transportation facilities
  + Experiences (bike rides, walks, ferry rides, etc. etc)
  + Panel discussions on local TDM related issues
  + Conferences/Summits providing sessions, keynotes, and other activities
  + Workshops featuring in-depth learning on a specific topic
  + A mix of these or something else altogether

All events should follow these guidelines:

* Must be in person, not virtual.
* Can be any size
* Include professional development, not just social and networking.
* Event revenue should cover all costs and preferably deliver a profit to the chapter.
* There should be a charge for members and non-member with a discount for members.

What can ACT help with?

* ACT will host a Spring into TDM website to promote all events
* ACT will create a webpage for each event, including a registration form and payment processing.
* Bring awareness to Spring into TDM with members and sponsors through the newsletters, emails, social media, and the website.
* Provide resource material to help chapters plan events (Chapter Handbook, Event Planning Guide, etc)
* Host a monthly planning call for all chapters doing Spring into TDM events to answer questions and help guide you.
* Raise dollars for Spring into TDM events through National Sponsors of Spring into TDM.\*

What Chapters should do:

* Talk to your chapters about the type of event you want to plan
* Create an outline and plan for your event
* Recruit volunteers to help plan and work the event
* Decide on and secure a location for your event.
* Pull together sessions and speakers for your event (if you are doing that type of event)
* Identify catering needs
* Identify and secure local sponsors for your event that are not already ACT National Sponsors\*. ACT can provide a list if needed.

**2025 Spring Event Form**

1. Chapter:
2. Chapter contact for Event Oversight Committee to follow up with:
   1. Name:
   2. Company:
   3. Email Address:
   4. Phone:
3. What city do you intend to host your event in?
4. What type of location(s) are you thinking of hosting the event? *(i.e. name of hotel/facility, employer, or university)*
5. Your preferred event date (February-May – be mindful of holidays and school breaks)
6. What is the purpose and goal of the event and how do you plan attract chapter members to attend?
7. Event Type (A tour, Lunch and Learn, One Day, Multi Day, Other)

1. Do you anticipate your event will need a hotel room block? (If yes, roughly how many room nights will be needed?):
2. Estimated Number of Attendees: \_\_\_\_\_\_\_\_
3. Provide an initial list of potential local sponsors for your event. ACT can provide a National Sponsor list of companies not to target if needed.
4. Chapter Event Budget
   1. *What expenses do you anticipate having?*
      1. *Fee for venue rental*
      2. *Catering (Food and Beverage, service fees, taxes)*
      3. *Keynote Speaker fee*
      4. *Program fees (tours, décor, etc)*
      5. *Onsite Materials (signage, name tags, bags, AV, etc)*
      6. *Marketing/Printing (flyers, etc)*
      7. *Awards*
      8. *Other*
   2. *Where will revenue for the event come from now that you know the expenses?*
      1. *Registration fees (members and non-members)*
      2. *Local Sponsorship and/or Exhibitors*
      3. *Other Revenue (Auction, Tours, etc)*

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| **Chapter Event Budget** | **Estimate** |
| **Anticipated Expenses** |  |
| Venue (Room/facility rental) |  |
| Catering (food and beverage, service fees/taxes |  |
| Keynote speaker fee |  |
| Programming costs (tours, décor, etc) |  |
| Onsite Materials (signage, bags, AV, etc) |  |
| Marketing/Printing |  |
| Awards |  |
| Other |  |
| **Total Expenses** |  |
| **Anticipated Income** |  |
| Attendee Registration (# of attendees x Reg fee) |  |
| Local sponsorship and/or Exhibit fees |  |
| Other Revenue (Auction, tours, etc) |  |
|  |  |
| **Total Income** |  |
| **(Expenses – Income) Net Income** |  |

*\*Any Revenue generated from National Sponsorship will be divided out amongst participating chapters at the end of the events. It should not be included in Chapter Event Budget.*