2023 SPONSORSHIP & ADVERTISING OPPORTUNITIES
ELITE SPONSORSHIP

Elite Sponsorship levels are based on a combined selection of advertising and sponsorships from the following pages that total the selected level. These selections include items such as advertisements, webinars, exhibit booths and receptions. Complete benefits of reaching each level are listed in the table below.

Create a customized package to fit the needs of your company and gain access to an array of benefits. We would be happy to tailor a sponsorship to fit the needs of your company. For more information, please contact Chandelle Crane at ccrane@taspa.org or 512-494-9353.

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND $20,000</th>
<th>GOLD $16,500</th>
<th>SILVER $11,000</th>
<th>BRONZE $6,000</th>
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</thead>
<tbody>
<tr>
<td>Exhibit Booth at 3 major Conferences</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>✓ Double Premium</td>
<td>✓ Prime</td>
<td>✓ Prime</td>
<td>✓ Standard</td>
<td></td>
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<tr>
<td>Exhibit Booth at mini conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>eNewsletter Ad (Feb, May, Aug, Nov)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>✓ Full Page</td>
<td>✓ 1/2 Page</td>
<td>✓ 1/4 Page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associate Memberships</td>
<td>✓ 3</td>
<td>✓ 2</td>
<td>✓ 1</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Attendee Tickets for each Conference</td>
<td>✓ 4</td>
<td>✓ 2</td>
<td>✓ 2</td>
<td>✓ 2</td>
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<tr>
<td>60 Minute Breakout Session at the 3 major Conferences</td>
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<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Pre/Post Conference Attendee List</td>
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<td>✓</td>
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<td></td>
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<td>With Emails</td>
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<td></td>
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<td>Sales Webinar</td>
<td>✓ 1</td>
<td>✓ 50% off 1</td>
<td>✓ 25% off 1</td>
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2023 CONFERENCE DATES

WEST TEXAS MINI-CONFERENCE
March 23-24, 2023
Lubbock Civic Center | Lubbock, TX

SUMMER CONFERENCE
July 19-21, 2023

FALL SUPPORT STAFF CONFERENCE
October 2-3, 2023

WINTER CONFERENCE
December 6-8, 2022
**All 3 Major Conferences will be at the Kalahari Resort & Conventions | Round Rock, TX

PUBLICATIONS & ADVERTISING

With a variety of opportunities to highlight your brand, TASPA offers a diverse array of options to expose your company to PK-12 school human resource leaders throughout the State. Our advertising and sponsorship opportunities are focused on driving engagement with your target audience through advertising and sponsorship avenues. This helps put your business in front of the people you want to meet with. No matter your budget or size, there is an opportunity waiting for you! Advertising opportunities are also available with customized sponsorship packages to meet the needs of your company.

ADVERTISING IN TASPA WEEKLY UPDATE - $250 TO $600

These electronic notices are sent to over 1000 HR Administrators and support personnel weekly. Your ad will be placed on the bottom of the Update. With our open rates as high as 46%, this is your chance to reach hundreds of school HR decision makers.

420px x 300px
• 1 ad-$250
• 2 ads-$400
• 4 ads-$600
ADVERTISING IN TASPA HR CONNECTION

TASPA Newsletter Advertisements
TASPA disseminates a quarterly electronic newsletter to our 1000+ members (February, May, August & November). These newsletters are archived on our website. You may purchase ads in three different sizes to meet your needs.

Artwork Submission Guidelines
Advertising materials should be submitted electronically as high resolution (300dpi) PDF or JPG files. The final page size is 8.5" x 11". Submission deadlines for 2022 are as follows: February 3, May 5, August 4 & November 3.

- $1,000 Full Page
- $750 Half Page
- $400 Quarter Page

EMAIL MARKETING BLAST - $1000
TASPA will send an email blast to over 1000 TASPA members promoting your event, webinar, product or press release.

WEBINARS - $500 TO $1000
Companies are welcome to sponsor a webinar. A business wanting to conduct a webinar for the purpose of “professional development” can do so for $500. These webinars are approved for the HCRI, HCLE and SHRM credit and may not mention your products or services.

Webinars for the purpose of “showcasing a product or service” are $1000. All webinars are offered free to our members, recorded and archived on the TASPA website for future viewing.

TWEETS FROM @TASPA3 - $250
TASPA will schedule five Tweets about your company. Write your own copy, submit any photos or videos to be sent with the Tweets and a link to your website. TASPA will provide analytics following the Tweets upon request.
EXHIBITOR OPPORTUNITIES

TASPA holds 3 major conferences and 1 mini conference a year. Between 200-350 PK-12 HR decision makers attend the three major conferences. The conferences are packed with networking, education and engagement. The Exhibit Hall offers two-days for attendees to shop the exhibits for new products and services to save time and money for their school districts. We encourage you to take advantage of the opportunity to highlight your brand. Maximize your Exhibit Hall experience by choosing the right sponsorship to meet your goals. Booth spaces are included in the Elite Sponsorship packages.

EXHIBIT SPACE COSTS* (3 MAJOR CONFERENCES)

**Booths:** $800

*Exhibit space does NOT include any special furnishings or utilities. These can be purchased separately through the conference hotel.

Booth registration will be available on our website in January 2022. Elite sponsors will have priority in booth location. For more information, contact Chandelle Crane at ccrane@taspa.org or (512) 494-9353.

WHAT’S INCLUDED?

- One 8 ft table, tablecloth and two chairs
- Two complimentary conference registrations (including meals)
- Complimentary listing on mobile app with company description and contact information
- Networking opportunities that include receptions and refreshment breaks
- Name badge ribbons designating you as an exhibitor

MERCHANDISE VENDOR

**Booths:** $350

Merchandise booths are reserved for vendors selling jewelry, clothing accessories, etc.

MINI CONFERENCE

**Booths:** $325

- One 6 ft table, tablecloth and two chairs
- Two complimentary conference registrations (including meals)
- Networking opportunities that include receptions and refreshment breaks
CONFERENCE SPONSORSHIP

Members of your target market are gathering at our 4 conferences and we have the perfect opportunity for you to reach your Texas audience. Your sponsorship at these events is a unique opportunity to network and connect with a vast array of HR leaders in Texas.

**Companies may choose up to 2 items for each sponsorship listed below.**

**BREAKFAST SPONSORS - $4500 - $6000**

Get attendees off to a great start and thinking about your company first thing in the morning by promoting your company at breakfast. This sponsorship includes a three-minute welcome or video for at the beginning of the first General Session. Signage in ballroom.

*Sponsor requirements: supply hi-resolution logo.*

- Summer (Thursday) - $6000
- Summer (Friday) - $6000
- Fall (Tuesday) - $4500
- Winter (Thursday) - $6000
- Winter (Friday) - $6000

**LUNCHEON SPONSORS - $2500 - $10000**

Take this opportunity to sponsor the luncheon. This includes a three-minute welcome or video for approximately 200-350 attendees, 100 attendees for the mini conference. Signage in ballroom.

*Sponsor requirements: supply hi-resolution logo.*

- Summer (Thursday) - $9500
- Fall (Monday) - $7500
- Fall (Tuesday) - $7500
- Winter (Thursday) - $10000
- Mini Conference - $2500

**CONFERENCE BAG SPONSOR - $1000 - $3000**

Conference bags are used by attendees both during and after the conference, providing exceptional exposure for sponsors. As the conference bag sponsor, you can be confident that you are leaving a lasting impression.

*Sponsor requirements: supply hi-resolution logo.*

- Summer - $3000
- Fall - $2000
- Winter - $3000
- Mini Conference - $1000
ATTENDEE GIFTS - $1500 - $5000

This is an attendee favorite! Increase your visibility by marketing your company on more than 200 gifts which are provided to attendees at conference check-in.

Sponsor requirements: supply hi-resolution logo.

- Summer - $5000
- Fall - $4500
- Winter - $5000
- Mini Conference - $1500

KEYNOTE SPEAKERS - $8500

Six organization can promote their company by sponsoring one of the keynote speakers at all three conferences. This sponsorship includes a two-minute welcome and the opportunity to introduce the speaker.

Sponsor requirements: supply hi-resolution logo.

- Summer (Thursday or Friday)- $8500
- Fall (Monday or Tuesday)- $8500
- Winter (Thursday or Friday) - $8500

NAME BADGE SPONSOR - $1500 - $4500

Get your company noticed the moment attendees walk in the door. The badges, imprinted with your company logo, are distributed at registration. Additionally, signage with your logo will be placed at the TASPA attendee check-in area. Your company can will have the chance to promote your brand for 200-350 attendees.

Sponsor requirements: supply hi-resolution logo.

- Summer - $4500
- Fall - $3500
- Winter - $4500
- Mini Conference - $1500

REFRESHMENT BREAK SPONSOR - $1500 - $4000

Sponsors can promote their companies by sponsoring refreshment break during breakout sessions. Signage provided near break station.

Sponsor requirements: supply hi-resolution logo.

- Summer - $4000
- Fall - $4000
- Winter - $4000
- Mini Conference - $1500
MOBILE APP ADVERTISING - $3000

Don’t miss this opportunity to increase your exposure, booth traffic and leads by securing premium ad space on the TASPA conference mobile app! Five organizations can market their company by sponsoring a rotating banner ad on the conference app. Advertisements will rotate with other ads throughout the app.  
Sponsor requirements: supply hi-resolution logo and artwork for ad.

- Summer - $3000
- Fall - $3000
- Winter - $3000

FLOOR DECALS - $2000

Increase your visibility with custom floor decals that can spotlight your booth number, leading attendees from the hotel lobby to the convention center. Your brand will not be missed!
Sponsor requirements: supply hi-resolution logo and decal artwork.

- Summer - $2000
- Fall - $2000
- Winter - $2000

WELCOME RECEPTION - $3500 - $8000

Sponsor this popular reception held on the first night of each conference. Don’t miss the opportunity to network in a relaxed atmosphere with conference attendees. Sponsorship includes addressing attendees at the reception.
Sponsor requirements: supply hi-resolution logo.

- Summer - $8000
- Fall - $8000
- Winter - $8000
- Mini Conference - $4000

REUSABLE WATER BOTTLE - $2000

Secure a brand reminder every time attendees take a sip. Attendees will thank you for providing an item they can use throughout the conference and after.
Sponsor requirements: supply hi-resolution logo.

- Summer - $2000
- Fall - $2000
- Winter - $2000
LANYARDS - $2000

Secure a brand reminder throughout the conference with your logo displayed on the name badge lanyards.
*Sponsor requirements: supply hi-resolution logo.*

- Summer - $2000
- Fall - $2000
- Winter - $2000

BREAKOUT SESSION SPONSOR - $300 - $500

Sponsor an individual session at each conference. You will be given the opportunity to address the audience for 2 minutes. Signage with your company logo will be displayed at the front of the classroom.
*Sponsor requirements: supply hi-resolution logo.*

- Summer - $500
- Fall - $500
- Winter - $500
- Mini-Conference $300

WHAT’S NEXT?

TASPA is committed to helping each sponsor make the most out of your conference experience. We are providing a variety of opportunities that will provide exposure for your organization and services. Please call to discuss your goals so that we may help to customize a sponsorship opportunity to meet your objectives. Please contact us to help.

- Sponsorships are reserved on a first-come, first-served basis.
- Invoice payments are due upon receipt and must be paid prior to the event.
- Funds paid as part of a marketing/sponsorship agreement are non-refundable.
- Advertising will be forfeited if the ad is not received by the due date.

CONTACT US FOR MORE INFORMATION:

Chandelle Crane, Executive Director
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512-494-9353

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