2024 SPONSORSHIP & ADVERTISING OPPORTUNITIES
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 Kathy Cervantez at kcervantez@taspa.org or 512-494-9353.

<table>
<thead>
<tr>
<th>ELITE SPONSORSHIP</th>
<th>BLACK DIAMOND $25,000</th>
<th>DIAMOND $20,000</th>
<th>GOLD $16,500</th>
<th>SILVER $11,000</th>
<th>BRONZE $6,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Booth at 3 major Conferences</td>
<td>✅ Premier</td>
<td>✅ Premium</td>
<td>✅ Prime</td>
<td>✅ Select</td>
<td>✅ Standard</td>
</tr>
<tr>
<td>Exhibit Booth at mini conference</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td></td>
<td></td>
</tr>
<tr>
<td>eNewsletter Ad (Feb, May, Aug, Nov)</td>
<td>✅ Full Page</td>
<td>✅ Full Page</td>
<td>✅ 1/2 Page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associate Memberships</td>
<td>✅ 3</td>
<td>✅ 3</td>
<td>✅ 2</td>
<td>✅ 1</td>
<td></td>
</tr>
<tr>
<td>Exhibitor badges / Conference</td>
<td>✅ 6</td>
<td>✅ 4</td>
<td>✅ 2</td>
<td>✅ 2</td>
<td>✅ 2</td>
</tr>
<tr>
<td>60 Minute Breakout Session at the 3 major Conferences</td>
<td>✅</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre/Post Conference Attendee List</td>
<td>✅ With Emails</td>
<td>✅ With Emails</td>
<td>✅ With Emails</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales Webinar</td>
<td>✅ 2</td>
<td>✅ 1</td>
<td>✅ 50% off 1</td>
<td></td>
<td></td>
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</tbody>
</table>
2024 CONFERENCE DATES

EAST TEXAS MINI-CONFERENCE
March 21-22, 2024
Holiday Inn Conference Center | Tyler, TX

SUMMER CONFERENCE
July 17-19, 2024

FALL SUPPORT STAFF CONFERENCE
October 7-8, 2024

WINTER CONFERENCE
December 11-13, 2024
**All 3 Major Conferences will be at the Worthington Renaissance Hotel | Fort Worth, 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 1100 HR Administrators and support personnel weekly. Your ad will be placed at the top 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 1100+ 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 2024 are as follows: January 15, April 15, July 15 & October 15.

- $1,200 Full Page
- $800 Half Page

EMAIL MARKETING BLAST - $1000
TASPA will send an email blast to over 1100 TASPA members promoting your event, webinar, product or press release.

WEBINARS - $1000
Companies are welcome to sponsor a webinar. 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.
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: $1000

*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 2024. Elite sponsors will have priority in booth location. For more information, contact Kathy Cervantez at kcervantez@taspa.org or (512) 494-9353.

WHAT'S INCLUDED?

• One vendor 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: $350

• One vendor table, tablecloth and 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 chance 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 category listed below.**

**BREAKFAST SPONSORS - $2000 - $8000**

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 two-minute welcome or video at the beginning of the first General Session. Signage in ballroom.

_Sponsor requirements: supply hi-resolution logo._

- Summer (Thursday) - $8000 **SOLD**
- Summer (Friday) - $8000 **SOLD**
- Fall - $6000 **SOLD**
- Winter (Thursday) - $8000 **SOLD**
- Winter (Friday) - $8000 **SOLD**
- Mini Conference - $2000 **SOLD**

**LUNCHEON SPONSORS - $3000 - $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 - $10000
- Fall - $8000
- Winter - $10000
- Mini Conference - $3000 **SOLD**

**WI-FI - $5000 - $6000**

Be the connection for 200-350 TASPA Conference attendees. Promote your company by sponsoring the Wi-Fi for all conference attendees. Wi-Fi login will be set to sponsoring company’s name or other mutually agreed upon login.

_Sponsor requirements: supply hi-resolution logo._

- Summer - $6000 **SOLD**
- Fall - $5000
- Winter - $6000
HOTEL KEYCARD - $3500 - $5000

This sponsorship puts your company name and logo right in our attendees’ hands - on their hotel key cards - guaranteeing exposure in front of each conference attendee multiple times during the conference.

Sponsor requirements: supply hi-resolution logo.

- Summer - $5000 SOLD
- Fall - $3500
- Winter - $5000 SOLD

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 SOLD
- Fall - $2000 SOLD
- Winter - $3000 SOLD
- Mini Conference - $1000 SOLD

PADFOLIOS & PENS SPONSOR - $1500 - $5000

With so many sessions for note-taking, every attendee will be thankful to have your branded padfolio and pen to keep them organized. Attendees will see your logo everytime they take notes.

Sponsor requirements: supply hi-resolution logo.

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

KEYNOTE SPEAKERS - $8500

Two organizations can promote their company by sponsoring one of the keynote speakers at our Summer and Winter conferences. This sponsorship includes a two-minute welcome and the opportunity to introduce the speaker.

Sponsor requirements: supply hi-resolution logo.

- Summer - $8500
- Winter - $8500 SOLD
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 will have the chance to promote your brand for 200-350 attendees.

Sponsor requirements: supply hi-resolution logo.

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

REFRESHMENT BREAK SPONSOR - $1500 - $5000

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

Sponsor requirements: supply hi-resolution logo.

- Summer - $5000
- Fall - $4000 SOLD
- Winter - $5000 SOLD
- Mini Conference - $1500 SOLD

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 company. Your brand will not be missed with this unique opportunity!

Sponsor requirements: supply hi-resolution logo and decal artwork.

- Summer - $2000 SOLD
- Fall - $2000
- Winter - $2000 SOLD
WELCOME RECEPTION - $3000 - $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 (2 Available)
- Fall - $8000 (2 Available)
- Winter - $8000 (2 Available)
- Mini Conference - $3000 (2 Available)

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 SOLD
- Fall - $2000 SOLD
- Winter - $2000 SOLD

LANYARDS - $500 - $2000

Secure a brand reminder throughout the conference with your logo displayed on the name badge lanyards.

Sponsor requirements: supply hi-resolution logo.

- Mini Conference - $500
- Summer - $2000 SOLD
- Fall - $2000 SOLD
- Winter - $2000 SOLD

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
PRESENTER GIFTS - $500 - $1500

Align your brand by sponsoring presenter gifts leaving a lasting impression on speakers and enhancing your visibility among HR Leaders in Texas.

Sponsor requirements: supply hi-resolution logo.

- Mini-Conference - $500
- Summer Conference - $1,500
- Fall Conference - $1,000
- Summer Conference - $1,500

CONFERENCE BAG INSERTS - $350 - $1,000 (3 AVAILABLE)

Enhance your brand visibility by sponsoring conference bag inserts, adding exposure with your company’s message. [Sponsor Requirements: Insert design and printing not included. All inserts must be approved and received by TASPA two weeks prior to sponsored conference].

- Mini Conference - $350
- Summer Conference - $1,000
- Fall Conference - $500
- Winter Conference - $1,000

WHAT’S NEXT?

TASPA is committed to helping each sponsor make the most out of your conference experience. We offer a variety of opportunities that will provide exposure for your organization and services.

Please use the following link to access the google form to customize your 2024 sponsorship package.  http://bit.ly/46UyN7f

CONTACT US FOR MORE INFORMATION

- 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.

We offer sponsorship options to fit a variety of budgets. If you would like to discuss our sponsorship and marketing opportunities in more detail, please contact TASPA.

Kathy Cervantez, Director of Communications & Professional Development
kcervantez@taspa.org
512-494-9353