



2026 SPONSORSHIP & ADVERTISING OPPORTUNITIES



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ELITE SPONSORSHIP

Elite Sponsorship levels start at \$6,000 and are based on a combined selection of advertising and sponsorship opportunities from the following pages that total the selected level chosen. The opportunities listed in the table below are automatically included with each sponsorship level as noted.

To complete your sponsorship package, please email your 2026 selections to kcervantez@taspa.org. The total value of your selected items should match the cost of your chosen sponsorship level.

Please review the [2026 TASPA Exhibitor/Sponsor Agreement](#), and sign the form.

	BLACK DIAMOND \$25,000	DIAMOND \$20,000	GOLD \$17,000	SILVER \$11,000	BRONZE \$6,000
Exhibit Booth at 3 Conferences	✓ Premier 2 Tables	✓ Premium 2 Tables	✓ Prime 1 Table	✓ Select 1 Table	✓ Standard 1 Table
Exhibitor Badges at 3 Conferences	6	4	2	2	2
Company Logo on TASPA Main Web Page	✓	✓	✓		
eNewsletter Ad (Feb, May, Aug, Nov)	✓ Full Page	✓ Full Page	✓ 1/2 Page		
Associate Memberships	✓ 3	✓ 3	✓ 2	✓ 1	
60 Minute Breakout Session	✓				
TASPA Workshop Sponsor Opportunities	✓ 2				
Pre/Post Conference Attendee List	✓ With Emails	✓ With Emails	✓ With Emails	✓	✓
Email Marketing Blast	✓ 2	✓ 1	✓ 1		



2026 CONFERENCE DATES

SUMMER CONFERENCE

July 15-17, 2026

FALL SUPPORT STAFF CONFERENCE

October 5-6, 2026

WINTER CONFERENCE

December 9-11, 2026

**All three Conferences will be at the Worthington Renaissance Hotel | Fort Worth, TX

MARKETING OPPORTUNITIES

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.

WEBINAR SPONSORSHIP - \$500

Elevate your brand's presence and engage with an online audience through strategic sponsorship of one of our attorney-led webinars. Your company logo will be prominently featured in all advertising and marketing materials, putting your brand in front of more than 1,100 TASPA members.

Sponsor requirements: supply hi-resolution logo

ADVERTISING IN TASPA WEEKLY UPDATE - \$250 TO \$600

These electronic notices are sent to over 1,100 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**

EMAIL MARKETING BLAST - \$1,000

TASPA will send an email blast to over 1,100 TASPA members promoting your event, webinar, product or press release.



ADVERTISING IN TASPA HR CONNECTION

TASPA Newsletter Advertisements

TASPA disseminates a quarterly electronic newsletter to our 1,100+ members (February, May, August & November). These newsletters are archived on our website. You may purchase ads in two 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 9.8425" x 13.8976". Submission deadlines for 2026 are as follows: January 31, April 30, July 31 & October 31.

- \$1,200 Full Page - 9.8425" x 13.8976"
 - \$800 Half Page - 9.8425" x 6.9488"
-

WEBINARS - \$2,000

Companies are welcome to sponsor a webinar. Webinars for the purpose of "showcasing a product or service" are \$2,000. 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.

PODCAST SPONSORSHIP - \$500 PER PODCAST

Elevate your brand's presence and engage with an online audience through strategic sponsorship of one of our Podcasts. Your company logo will be prominently featured in all podcast advertising and marketing materials putting your brand in front of more than 1,100 TASPA members.

Sponsor requirements: supply hi-resolution logo

VENDOR LED PODCAST – \$1,500

Be a guest on TASPA's podcast. As our guest, you will pick the topic and write five to seven questions to be interviewed about. Recording takes about 15-20 minutes via Zoom.

Sponsor requirements: supply hi-resolution logo



EXHIBITOR OPPORTUNITIES

TASPA holds three state conferences 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*

Standard Booths: \$1,050

High-Top Table: \$700

*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 early Spring 2026. Elite sponsors will have priority in booth location. For more information, contact Kathy Cervantez at kcervantez@taspa.org or (512) 494-9353.

MERCHANDISE VENDOR

Booths: \$350

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

WHAT'S INCLUDED? (STANDARD BOOTH)

- Full conference access
- One 6 ft vendor table, tablecloth and two chairs
- Two Exhibitor badges
 - * Exhibit hall opening reception and Friday breakfast included
 - * Additional exhibitor badges can be purchased for \$100 each
- Complimentary listing on mobile app with company description and contact information
- Networking opportunities that include receptions and breaks
- Exhibitor name badge ribbon
- Pre and Post Conference Attendee List

(HIGH-TOP TABLE)

- One day access
- One 30" highboy, tablecloth and chair
- One Exhibitor Badge
 - * Additional exhibitor badges can be purchased for \$100 each
- Exhibit Hall Opening Reception
- Complimentary listing on mobile app with company description and contact information
- Networking opportunities that include reception and breaks
- Exhibitor name badge ribbon
- Pre and Post Conference Attendee List



CONFERENCE SPONSORSHIP

Members of your target market are gathering at our three 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.

A/V

Be the driving force behind an amazing event experience by sponsoring the audiovisual, ensuring top-tier technology and positioning your brand at the forefront of the event's success!

Sponsor requirements: supply hi-resolution logo.

- Summer - \$5,000
 - Winter - \$5,000
-

BREAKFAST

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 - \$8,000 (2 Available)
 - Fall - \$8,000 (2 Available)
 - Winter - \$8,000 (1 Available)
-

BREAKOUT SESSION

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 (1 Available)
 - Winter - \$500 (2 Available)
-

COFFEE

Give our attendees a jumpstart in the morning by sponsoring coffee.

Sponsor requirements: supply hi-resolution logo.

- Summer - \$4,000
- Fall - \$3,000
- Winter - \$4,000



CONFERENCE BAGS

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

Sponsor requirements: supply hi-resolution logo.

- Summer - \$3,000 **SOLD**
 - Winter - \$3,000 **SOLD**
-

CONFERENCE BAG INSERTS

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.

- Summer - \$1,000 (1 Available)
 - Winter - \$1,000 (2 Available)
-

FLOOR DECALS

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 - \$3,000 **SOLD**
 - Winter - \$3,000 **SOLD**
-

HOTEL KEYCARD

This sponsorship puts your company 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 - \$5,000 **SOLD**
 - Winter - \$5,000 **SOLD**
-

KEYNOTE SPEAKER

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

Sponsor requirements: supply hi-resolution logo.

- Summer - \$8,500 **SOLD**
- Winter - \$8,500 **SOLD**

LANYARDS

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

Sponsor requirements: supply hi-resolution logo.

- Summer - \$3,000 **SOLD**
 - Winter - \$3,000 **SOLD**
-

LUNCHEON

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

Sponsor requirements: supply hi-resolution logo.

- Summer - \$10,000 **SOLD**
 - Winter - \$10,000 **SOLD**
-

MOBILE APP

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 banner ad on the conference app.

Sponsor requirements: supply hi-resolution logo and artwork for ad.

- Summer - \$3,000 (2 Available)
 - Fall - \$3,000 (3 Available)
 - Winter - \$3,000 (3 Available)
-

NAME BADGE

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 - \$5,000 **SOLD**
- Winter - \$5,000 **SOLD**

NEW MEMBER WELCOME BAGS

Take advantage of the opportunity to connect with new TASPA members by sponsoring a New Member Welcome Bag. Sponsor will receive a quarterly list of new members.

Sponsor requirements: supply hi-resolution logo

- Summer - \$3,000 **SOLD**
 - Winter - \$3,000 **SOLD**
-

NEW MEMBER BREAKFAST

Celebrate and engage with new members by sponsoring the New Members Breakfast on Thursday morning – an excellent opportunity to warmly welcome attendees and showcase your brand in a memorable and inviting setting.

Sponsor requirements: supply hi-resolution logo

- Summer - \$3,000 **SOLD**
 - Winter - \$3,000 **SOLD**
-

PADFOLIOS & PENS

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 - \$5,000 **SOLD**
 - Winter - \$5,000 **SOLD**
-

PRESENTER GIFTS

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.

- Summer - \$1,500 **SOLD**
- Winter - \$1,500

REFRESHMENT BREAK

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

Sponsor requirements: supply hi-resolution logo.

- Summer - \$5,000
 - Fall - \$3,000
 - Winter - \$5,000
-

REUSABLE WATER BOTTLE

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 - \$4,000 **SOLD**
 - Winter - \$4,000 **SOLD**
-

SNACK STATION

Have access to a designated room at the conference to greet attendees and hand out snacks for their conference bags.

Sponsor requirements: supply hi-resolution logo

- Summer - \$4,000 **SOLD**
 - Winter - \$4,000 **SOLD**
-

SOLUTIONS SHOWCASE

Reserve your time to showcase professional development, demo your product and engage conference attendees. Sponsors will be allotted 45 minutes to present their information during their scheduled session. Includes time for attendee Q&A and push notification on the conference app.

(Only one slot may be purchased per conference)

- Summer - \$1,500 **SOLD**
- Winter - \$1,500 **SOLD**



TASPA HR MEMBER AWARDS SPONSOR

Show your support for the outstanding TASPA members by sponsoring the 2026 TASPA Administrator of the Year, Distinguished Service, and Honorary Member Awards! This sponsorship includes your organization's name and logo prominently displayed on the TASPA Awards webpage and in all official award communications. Plus, your organization will have the opportunity to announce the award winners live at the 2026 Winter Conference.

Sponsor requirements: supply hi-resolution logo.

- Winter - \$1,500
-

WELCOME RECEPTION

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.

Sponsor requirements: supply hi-resolution logo.

- Summer - \$8,000 **SOLD**
 - Fall - \$8,000
 - Winter - \$8,000 **SOLD**
-

WELLNESS STATION

Revitalize attendees and stand out by sponsoring the Wellness Station, providing essential care and comfort to guests, ensuring your brand's positive and memorable impact on their event experience. Includes essentials such as water, electrolyte drink, ibuprofen, antacid, snack bars, and more.

Sponsor requirements: supply hi-resolution logo

- Summer - \$4,000 **SOLD**
 - Winter - \$4,000 **SOLD**
-

WI-FI

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 - \$6,000 **SOLD**
- Winter - \$6,000 **SOLD**

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.



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.

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