



2025 SPONSORSHIP & ADVERTISING OPPORTUNITIES



TABLE OF CONTENTS

Elite Sponsorship	3
Conference Dates	4
Publications and Advertising	4
Exhibitor Opportunities	6
Conference Sponsorship	7
Additional Sponsorship Opportunity	11
Contact Information	12



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.

Please complete your sponsorship package by submitting the TASPA 2025 Online Sponsorship Application: <https://bit.ly/3NnXamD> The total value of your selections should equal the total cost of the sponsorship level you choose. Once you have submitted your application, please review the 2025 TASPA Exhibitor/Sponsor Agreement, sign and return it to Kathy Cervantez.

	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		



2025 CONFERENCE DATES

SUMMER CONFERENCE

July 16-18, 2025

FALL SUPPORT STAFF CONFERENCE

October 6-7, 2025

WINTER CONFERENCE

December 10-12, 2025

**All 3 Conferences will be at the Worthington Renaissance Hotel | Fort Worth, TX

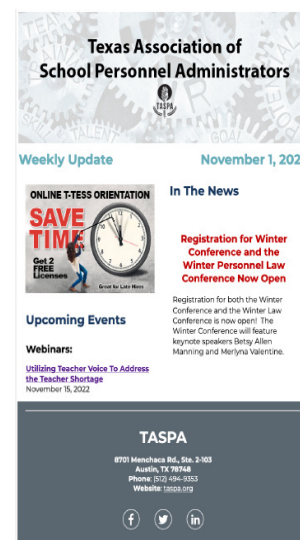
PUBLICATIONS & ADVERTISING

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 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 8.5" x 11". Submission deadlines for 2025 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 three 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*

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 2025. 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 6 ft 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.

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.

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

A/V - \$5000

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 - \$5000
- Fall - \$5000
- Winter - \$5000

BREAKFAST - \$7000 - \$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 - \$8000 (1 Available)
- Fall - \$7000
- Winter - \$8000

BREAKOUT SESSION - \$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

COFFEE - \$3000 - \$4000

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

Sponsor requirements: supply hi-resolution logo.

- Summer - \$4000 **SOLD**
- Fall - \$3000 **SOLD**
- Winter - \$4000 **SOLD**



CONFERENCE BAGS - \$2000 - \$3000

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 - \$3000 **SOLD**
 - Fall - \$2000 **SOLD**
 - Winter - \$3000 **SOLD**
-

CONFERENCE BAG INSERTS - \$500 - \$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.*

- Summer - \$1000
 - Fall - \$500
 - Winter - \$1000
-

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 **SOLD**
 - Winter - \$2000 **SOLD**
-

HOTEL KEYCARD - \$3500 - \$5000

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 - \$5000 **SOLD**
 - Fall - \$3500 **SOLD**
 - Winter - \$5000 **SOLD**
-

KEYNOTE SPEAKER - \$8500

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 - \$8500 **SOLD**
- Winter - \$8500 **SOLD**

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 **SOLD**
 - Fall - \$2000 **SOLD**
 - Winter - \$2000 **SOLD**
-

LUNCHEON - \$4000 - \$5000

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 - \$5000 (4 Available)
 - Fall - \$4000 (4 Available)
 - Winter - \$5000 (3 Available)
-

MOBILE APP - \$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 banner ad on the conference app.

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

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

NAME BADGE - \$3500 - \$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**

PADFOLIOS & PENS - \$4500 - \$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**
-

PRESENTER GIFTS - \$1000 - \$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.

- Summer - \$1500 **SOLD**
 - Fall - \$1000 **SOLD**
 - Winter - \$1500 **SOLD**
-

PHONE CHARGING STATION - \$3000

Ensure constant exposure and appreciation throughout the event by keeping attendees charged and connected by sponsoring a charging station.

Sponsor requirements: supply hi-resolution logo.

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

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**
-

SNACK ROOM - \$3000 - \$4000

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 - \$4000
- Fall - \$3000
- Winter - \$4000 **SOLD**

SOLUTIONS SHOWCASE - \$1500 (3 AVAILABLE)

Reserve your time to showcase professional development, demo your product and engage conference attendees. Sponsors will be allotted 30 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 - \$1500 **SOLD**
- Fall - \$1500 (2 Available)
- Winter - \$1500 **SOLD**

WELCOME RECEPTION - \$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.

Sponsor requirements: supply hi-resolution logo.

- Summer - \$8000 (1 Available)
- Fall - \$8000 (2 Available)
- Winter - \$8000 (2 Available)

WELLNESS STATION - \$3500

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 - \$3500 **SOLD**
- Winter - \$3500 **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
- Fall - \$5000
- Winter - \$6000 **SOLD**

ADDITIONAL SPONSORSHIP OPPORTUNITY

VIRTUAL WORKSHOP SPONSOR - \$1000 (3 AVAILABLE)

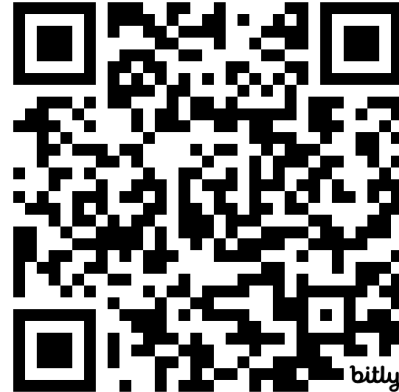
Elevate your brand's presence and engage with an online audience through sponsorship of our virtual training events. Include a 2-minute welcome and the attendee list following the training.

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 2025 sponsorship package. <https://bit.ly/3NnXamD>

All companies must complete the sponsorship application and the TASPA Exhibitor/Sponsor Agreement, sign and return it to Kathy Cervantez. at kcervantez@taspa.org.



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



Texas Association of School Personnel Administrators
8701 Menchaca Rd., Ste. 2-103
Austin, TX 78748
512-494-9353
www.taspa.org