



2017 SPONSORSHIP OPPORTUNITIES

TSAE is one of the leading Society of Association Executives in the country with over 1,000 association professionals who represent Texas based associations and societies, as well as corporations and firms that provide services to associations. By joining forces with TSAE your company gains prestige and respect in the marketplace and increases its visibility and connection to the greater association market.

NEW!

TSAE is thrilled to offer some new opportunities for sponsors and association executives to connect and have a great experience at our various events!

2017 ANNUAL PARTNERS PROGRAM

TSAE Annual Partner Levels of Recognition, according to minimum annual investment, are:

- CEO Strategies Partner – *Sold to Fort Worth CVB*
- Gold - \$15,000
- Silver - \$10,000
- Bronze - \$7,500

To be recognized as a 2017 Annual Partner, sponsorship commitments should be made by February 15, 2017.

Please refer to page 16 of this packet for complete details on the Annual Partners Program.

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****All 2016 Incumbent Sponsors have the right of first refusal on the same 2017 sponsorship.****

2017 TSAE Tech Talks Conference Sponsor & Exhibitor Opportunities

TSAE's Tech Talks is a one-day conference targeted to association and nonprofit professionals who work in technology, administration, finance, communications, marketing, membership or other related areas.

Tech Talks provides mid-management and CEO level professionals with a place to enhance their knowledge of technology-focused solutions that will improve office efficiency, reduce costs, increase revenue, improve communications, enhance membership and streamline processes.



Date: March 30, 2017

**Location: Texas Computer Education Association (TCEA)
Conference Center in Austin**

Highlights of the Event include:

- 200 attendees
- Breakfast with Exhibitors – **New!**
- Interactive Closing Peer to Peer Event – **New!**
- Keynote Opening & Luncheon Sessions
- Exhibit space included with all sponsorships – **New!**
- Exhibit space with 2+ hrs of visit time & 5 minute information quick pitches
- Event Gamification to enhance attendee engagement

Schedule-At-A-Glance (*Times are subject to change*)

7:30 a.m.	Registration Begins
7:30 – 8:30 a.m.	Breakfast with Exhibitors
8:30am	General Session with Keynote Speaker
9:30am	Visit with Exhibitors/Networking Break
10:00 a.m.	(4 Concurrent Sessions) Breakout Sessions
11:15 a.m.	Visit with Exhibitors/Networking Break
11:30 a.m.	Exhibitor Informational Quick Pitches
11:30 a.m.	(2 Concurrent Sessions) Breakout Sessions
12:15 p.m.	Lunch with Keynote Speaker
1:30 p.m.	(4 Concurrent Sessions) Breakout Sessions
2:45 p.m.	Visit with Exhibitors/Networking Break
3:00 p.m.	Interactive Closing Peer to Peer Session
4:00 p.m.	Event Ends

2017 Tech Talks Sponsor Opportunities



Exclusive Opening Keynote Sponsor - \$5,500 – SOLD!

- Introduce Keynote Speaker
- Company promo video presentation (approx. 2-3 min) while on stage – **New!**
- Promo video on TSAE Facebook page – **New!**
- **Exhibit booth (Includes all Exhibitor Benefits) – New!**
- Company logo and description in exclusive “Industry Resource Guide” in conference program
- Full page ad in conference program
- Active inclusion in Closing Peer to Peer Activity Session
- Logo branding on all print, online and onsite promotions(including conference app)
- Two event registrations

Exclusive Luncheon Sponsor - \$5,500 – SOLD!

- Introduce Keynote Speaker
- Company promo video presentation (approx. 2-3 min) while on stage – **New!**
- Promo video on TSAE Facebook page- **New!**
- **Exhibit booth (Includes all Exhibitor Benefits) – New!**
- Company logo and description in exclusive “Industry Resource Guide” in conference program
- Full page ad in conference program
- Active inclusion in Closing Peer to Peer Activity Session
- Logo branding on all print, online and onsite promotions (including conference app)
- Two event registrations

Badge Holder & Lanyard Sponsor – \$4,500 – SOLD!

- Exclusive logo branding on conference badge holder & lanyard distributed to all attendees
- **Exhibit Booth (Includes all Exhibitor Benefits) – New!**
- Company logo and description in exclusive “Industry Resource Guide” in conference program
- Active inclusion in Closing Peer to Peer Activity Session
- Logo branding on all print, online and onsite promotions (including conference app)
- One event registration

Conference Portfolio Sponsor – \$4,500

- Exclusive branding on conference portfolio distributed to all attendees
- **Exhibit Booth (Includes all Exhibitor Benefits) – New!**
- Company logo and description in exclusive “Industry Resource Guide” in conference program
- Active inclusion in Closing Peer to Peer Activity Session
- Logo branding on all print, online and onsite promotions (including conference app)
- One event registration

Streaming Education Sponsor – \$4,000 – New!

- Sponsor access to live streaming sessions (3 sessions total from conference)
- Sponsor recognition during live streaming session and in pre-event promotions
- Introduce speaker for each of three live streaming sessions
- **Exhibit Booth (Includes all Exhibitor Benefits) – New!**
- Branding at education sessions
- Company logo and description in exclusive “Industry Resource Guide” in conference program
- Active inclusion in Closing Peer to Peer Activity Session
- Logo branding on all print, online and onsite promotions (including conference app)
- One event registration

2017 Tech Talks Sponsor Opportunities cont'd:



Closing Session – Neighborhood Exchange w/ Ice Cream - \$4,000 / \$2,500**

**\$4,000 includes Exhibitor Booth. \$2,500 without Exhibitor Booth

- Branding throughout the peer to peer activity “Neighborhoods” and Sundae Bar area
- Opportunity to address attendees and welcome all to neighborhood
- **Exhibit Booth (Includes all Exhibitor Benefits) – with \$4,000 commitment only**
- Company logo and description in exclusive “Industry Resource Guide” in conference program
- Active inclusion in Closing Peer to Peer Activity Session
- Logo branding on all print, online and onsite promotions (including conference app)
- One event registration

Exhibitor - \$2,000 - 2 REMAINING, 8 SOLD!

- Modular Display Kiosk with counter and elevated back wall
- 2+ hours of dedicated “visit with exhibitors” time
- Dedicated five minute company informational quick pitch
- Company logo and description in exclusive “Industry Resource Guide” in conference program
- Active inclusion in Closing Peer to Peer Activity Session – **New!**
- Logo branding on all print, online and onsite promotions (including conference app)
- Active inclusion in event gamification to enhance engagement with attendees
- One event registration

2017 Tech Talks Sponsor Opportunities Overview:

In addition to the listed sponsorship specific deliverables, each sponsorship includes:

SPONSORSHIP	Exclusive Opening Keynote	Exclusive Luncheon Keynote	Badge Holder & Lanyard	Conference Portfolio	Streaming Education	Closing Session	Exhibitor
	2	2	1	1	1	1	1
Number of complimentary event registrations	x	x	x	x	x	x	x
Exhibitor space	x	x	x	x	x	x	x
Dedicated 5 minute quick pitch	x	x	x	x	x	x	x
Logo branding - print, online, on-site	x	x	x	x	x	x	x
Active Inclusion in Closing Peer to Peer Session	x	x	x	x	x	x	x
Event gamification activation - active inclusion	x	x	x	x	x	x	x
Industry Resource Guide Listing	x	x	x	x	x	x	x
Promo video during keynote session	x	x					
Branded promo item distributed at registration			x	x			
Promo video on TSAE Facebook page	x	x					
Full page ad	x	x					
Branding and intro during streaming education					x		

Scheduled Communications about Tech Talks:

- Front page of TSAE website January 3 – March 30, 2017
- Standalone Tech Talks web page from January 1, 2017
- Registration brochure mailed to 1,750+ potential attendees – **must commit to sponsorship by January 23, 2017 to be included**
- 3 mentions in monthly President’s Email update, extensive email promotion of event
- Social media promotion
- Signage and conference program

2017 TSAE Open at Topgolf Sponsor Opportunities

The **TSAE Open** is an, exciting **golf and bingo event** all about networking and having fun. The outing will be held in a casual and interactive environment at **Topgolf**, the ultimate venue for fun **for any skill level** (www.topgolf.com).



This entertaining afternoon offers association executive and affiliate members the opportunity to engage in a round of team golf, learn a few tips from a golf pro (or even compete against one), take a swing at several individual golf games, play a few games of bingo and relax with TSAE friends!

TSAE has reserved an entire floor at Topgolf, where all the activities will be centrally located!

All attendees will start off by playing in one round of team golf and then will have the chance to win prizes at the many contests throughout the afternoon.

Everyone will have the opportunity to mingle, grab a bite to eat and drink, take in a little fresh air outside at the covered golf bays and seating areas, cool off inside the “clubhouse” room, and just have fun!

Date and Time: May 16, 2017

Time: 2 p.m. – 5:30 p.m.

Location: Topgolf Austin

Highlights of the Event include:

- 200-225 attendees
- Team play and individual golf games – all centrally located
- Prizes for interactive games
- Golf and Bingo for all
- Outdoor and indoor venue

Schedule-At-A-Glance *(Times are subject to change)*

2:00 p.m.	Registration Opens
2:00 – 2:30 p.m.	Bingo with prizes
2:30 p.m.	Welcome remarks
2:35 p.m.	Topgolf U Demonstration & Tips for all
2:45 – 4 p.m.	Team golf play (Teams consist of 6. One team of 6 per golf bay)
4 – 5:15 p.m.	Bingo with prizes & Individual golf games
5:15– 5:30 p.m.	Closing Remarks & Prizes

2016 TSAE Open at Topgolf Sponsor Opportunities



Clubhouse Sponsor - \$7,500 – SOLD!

- Exclusive sponsor of TSAE Open Clubhouse**
- Exclusive operator of Bingo games, including calling numbers and announcing winners. **TSAE to provide Bingo announcer/mc** to assist. Between five to seven games to be played during the event.
- Exclusive provider and presenter of prizes to Bingo winners. Five to seven small, affordable prizes.
- Opportunity to greet all attendees into the clubhouse
- Logo and/or name branding of Clubhouse and Bingo area
- Logo and/or name branding on Bingo cards
- 24 event tickets - 4 teams of 6 during team play
- Name branding on four bays
- Logo/name branding on all print, online and onsite promotions

*** TSAE Open Clubhouse is the Topgolf Signature Function Room that opens up to the golf bays. Food, bar and Bingo are all located in the Clubhouse. Bar will have some Sip and Grip Sponsor logo/name branding.*

Sip & Grip Sponsor - \$5,500 – SOLD!

- Exclusive Beverage sponsor
- Distribute beverage tokens (two per person) to attendees as they check in at registration.
- Distribute branded koozie to all attendees
- Name branding of Bar area in TSAE Open Clubhouse
- 12 event tickets – 2 teams of 6 during team play
- Name branding of two bays
- Logo/name branding on all print, online and onsite promotions

Beat the Pro Game Sponsor - \$3,750 – SOLD!

- Exclusive sponsor of “Topgolf Pro Tips” and “Beat the Pro” golf game available during individual golf games period
- Topgolf U Demonstration & Tips for all. Presentation to take place at beginning of event.
- Topgolf Pro quick tips and analysis for individuals
- Opportunity to provide prize(s) to game participants***
- Name branding of “Beat the Pro” bay
- 6 event tickets – 1 team of 6 during team play
- Logo/name branding on all print, online and onsite promotions

****TSAE will provide one \$50 prize to attendee with best record. Sponsor may provide additional prizes.*

Caddy Sponsor - \$3,750 – SOLD!

- Exclusive provider of gift “caddy” bag with branded item for all attendees
- Opportunity to distribute “caddy” bag to all attendees
- Brand signage at the “caddy bunker” (distribution table)
- 6 event tickets – 1 team of 6 during team play
- Logo/name branding on all print, online and onsite promotions

Practice Round Sponsor - \$3,750 – SOLD!

- Exclusive sponsor of passed hors d’oeuvres as attendees arrive
- Branded napkins passed with the hors d’oeuvres
- 6 event tickets – 1 team of 6 during team play
- Logo/name branding on all print, online and onsite promotions

TSAE Open at Topgolf Sponsor Opportunities – cont'd.



Team Sponsor - \$1,500 - 9 SOLD, 11 available

- 6 event tickets – 1 team of 6 during team play
- Name branding of team golf bay
- Recognition as team sponsor in all print, online and onsite promotions

2017 SPONSORSHIP OPPORTUNITIES OVERVIEW:

In addition to the above listed sponsor specific benefits, each sponsorship includes the following benefits:

	SPONSORSHIP					
	Clubhouse	Sip & Grip	Beat the Pro	Caddy	Practice Round	Team
DELIVERABLE						
Number of complimentary event tickets	24	12	6	6	6	6
Number of name branded golf bays	4	2	1	1	1	1
Participant in team golf play	X	X	X	X	X	X
Logo/name branding - print, online, on-site	X	X	X	X	X	X
Branding of individual golf game or activity	X	X	X	X	X	
Branding in TSAE Open Clubhouse	X	X				

2017 TSAE New Ideas Annual Conference Sponsor Opportunities

New Ideas Annual Conference is TSAE's premier event. New Ideas brings together more than 450 association executives, mostly CEO's and executives, and suppliers from all aspects of association management. Attendees share their knowledge with peers at unique and entertaining social gatherings, discover new ways to tackle their biggest challenges through expert-led education and engage with people.



From thought-provoking education, unique networking opportunities, and unforgettable excursions...this Annual Conference provides the perfect environment for "New Ideas" to materialize!

Dates: September 17-19, 2017
Location: Houston, TX
Marriott Marquis Houston

In addition to Sponsor Specific Benefits, all 2017 New Ideas Sponsorships include the following Standard Deliverables:

- One complimentary registration to New Ideas Annual Conference
- Logo / name placement on event signage
- Logo / name placement in on-site conference program
- Logo / name placement on TSAE New Ideas Annual Conference webpage. Logos will include link to sponsor website.
- Logo / name inclusion on sponsor page of mobile app
- Logo / name placement in Post Conference *Association Leadership* magazine thank you ad
- One comp membership in TSAE through April 30, 2018

2016 New Ideas Sponsor Opportunities



Networking Sponsor - \$13,500 / \$12,500 if 2 years – **SOLD!**

- Exclusive Awards Luncheon Sponsor
 - Video presentation and comments (3-5 mins.) on stage during Awards Luncheon
 - Branded collateral at all tables
 - Two reserved tables at luncheon. Tables prominently located in proximity of center stage and award winners.
- Exclusive sponsor of New Member Orientation / Ambassador Program (Approx. 100 attendees)
 - Option to welcome first timers at Sunday Orientation
 - Active role in interactive engagement activities
 - Branded video / images as attendees walk in to New Member Orientation
 - Name recognition in all communications and on-site signage about New Member / Ambassador program
- Exclusive sponsor of Sunday night “New Member / First Timer Reception”
 - Provide welcome comments
 - Opportunity for giveaway to new member attendees
 - Branding throughout event
- Full page ad on back cover of on-site Conference Program
- Two additional comp registrations to Annual Conference
- Two additional comp annual TSAE memberships

Conference Bus Sponsor - \$7,500

- Exclusive sponsor of roundtrip bus transportation for association executives to and from Annual Conference
- Exclusive opportunity to personally connect with association executives
- Sponsor provides activity, snacks and beverages for the bus trip
- Sponsor underwrites \$35 round-trip bus ride for association executives
- Five sponsor representatives may ride on the bus
- Special advertisement in Conference Brochure, if sponsorship confirmed by May 1st.
- Logo branding on promotional and confirmation emails sent to association executives
- Opportunity to present gift to bus riders (Sponsor to pay for gift. TSAE to approve item.)

Learning Lounge Sponsor - \$7,500 – **SOLD!**

- Sponsor of Learning Lounge
 - Host of “Ten Minute Takeaway” sessions in the Learning Lounge.
 - Logo branding in the Learning Lounge
 - Opportunity for sponsor giveaway / activation in Learning Lounge
- One reserved table at Monday Awards Luncheon
- Full page ad in on-site Conference Program
- One additional comp registration to Annual Conference

Education Sponsor (**1 available, 2 SOLD!**) - \$6,500

- Introduce General Session speaker on one of three days (TSAE to determine assigned day.)
- Video presentation & comments while on stage (Approx. 1 min)
- One reserved table at Monday Awards Luncheon
- Recognition on signage at all concurrent breakout sessions
- Banner ad on webpage for downloadable session handout
- Logo and company description in Conference Program on Education Sponsors page.

New Ideas Sponsor Opportunities – cont'd.



Wi-Fi Sponsor - \$5,500 – SOLD!

- Sponsor to provide complimentary internet service to all conference wi-fi users for event
- Logo / name branding on wi-fi landing page and conference app
- Half-page ad in conference program

Conference Comfort Blanket Sponsor - \$5,500 – SOLD!

- Logo on conference blanket given to all attendees on Sunday, first day of event

Badge Holder & Lanyard Sponsor - \$5,500 – SOLD!

- Logo on Conference badge holder & lanyard

Conference Program Sponsor - \$4,000

- Logo placement on Conference Program notepad pages
- Half-page ad

Educational Deep Dive Sponsor - \$3,500

The Educational Deep Dive is an in-depth 3 hour educational session. Participants will receive approximately 1.75 additional CAE hours. Approximately 30-40 attendees, many senior level execs, participate in this in-depth, intimate session. Previous Educational Deep Dive topics and speakers have been: 1) "Choose Wisely: Practices in Complex Decision-Making for You & Your Staff" by Shelley Row, Speaker and Author of Think Less, Live More; 2) "Storytelling at Work: A Workshop on Refining Your Presentation Approach" by Andy Craig, Founder & Principal of Elevator Speech.

- Sponsor to introduce speaker
- Opportunity to provide branded item to all participants
- Logo signage at the session

Breakfast Sponsor - \$3,500

- Logo signage and branded napkins at breakfast service

Room Key Sponsor - \$3,500 – SOLD!

- Logo branded message on attendee room keys (Sponsor to pay cost of keys and delivery)

Monday Breaks Sponsor - \$3,500

- Logo signage and branded napkins for break areas

Elevator Cling Sponsor - \$3,500 – SOLD!

- Branding of main conference elevator doors

Bonus Bag Title Sponsor - \$3,500 – SOLD!

- Logo branding of Bonus Bag Tote given to all association executives
- One representative to assist with distribution of bags at Handout Booth
- Opportunity to put one logo branded item in Bonus Bag. (Sponsor to pay cost of item and delivery to hotel / convention center.)

Charging Station Sponsor - \$3,250 – SOLD!

- Logo branding on conference charging station
- Charging station to be housed in General Session Foyer or Learning Lounge

New Ideas Sponsor Opportunities – cont'd.



Sunday Break Sponsor - \$2,500

- Logo signage and branded napkins for break areas

Room Drop Sponsor (2 available) - \$2,500

- Room amenity drop on one day (Sponsor to provide item and pay for cost of room drop to hotel. Cost is \$4 per room.)

Tuesday Grab & Go Breakfast: \$2,500 – SOLD!

- Logo signage and branded napkins for break areas

Bonus Bag Sponsor (1 SOLD, 9 available) – \$2,250

- Opportunity to put one logo branded item in Bonus Bag. (Sponsor to pay cost of item and delivery to hotel / convention center.)
- One representative to assist part-time with distribution of bags at Handout Booth.

2017 CELEBRATION LUNCHEON Sponsor Opportunities

One of TSAE's most popular events! TSAE will celebrate 2017 with a luncheon and the presentation of an award that honors one of our members' humanitarian efforts. A table sponsorship is a great opportunity for you and your company to treat association members and/or your staff to a fun-filled luncheon to celebrate a year of excellent programming, events and goodwill for the Texas Association Industry. We expect approximately 300-325 attendees!

Date: December 8, 2017

Location: AT&T Executive Education and Conference Center, Austin

Table Sponsor Benefits:

- One reserved table with signage at luncheon
- 10 complimentary tickets to event
- Recognition as sponsor of event on event signage

Table Sponsorship Commitment: \$1,500

2017 MONTHLY UPDATE EMAIL - Sponsored Content Opportunity - **NEW!!**

Each month, TSAE Executive Director sends an email to our 1,000 plus members. The monthly email is filled with up to date, quick and succinct messages on member opportunities, industry trends, event information and personal insights.

Sponsored Content in the Executive Director's Monthly Email is an **exclusive four or five month sponsorship** that would provide your organization the **opportunity to share quick, fun and informative facts about your organization and to connect, in a customized manner each of the four or five months, with all TSAE members.**

The format of the email is clean and simple. The TSAE logo is the only other image, besides your company's logo and sponsored content that appears on the email. The sponsored content will be highlighted in its own framed area within the email update. Content can change and be customized each of the four or five months.

Available months are: March, May, July, September, November

Sponsorship Commitment: \$4,000 for four months or \$5,000 for 5 months

2017 LEARN @ LUNCH SERIES – SOLD!

Learn@Lunch is a lively education and networking opportunity for members that takes place 8 times a year. Attendees bring their lunch, network with their peers and learn about some of today's hottest association topics from a speaker or in an idea-sharing setting while they eat.

Learn@Lunch sessions are one-hour education sessions held in various months throughout the year in Austin. These sessions attract 35-50 attendees.

There will be 8 Learn@Lunch sessions in 2017. Each of the two co-sponsors will have the lead for 4 sessions. An exclusive sponsor will have the lead on all 8 sessions.

Learn@Lunch programs in 2017 will take place in the Austin area.

Benefits:

- Front page announcement of 2017 programming with link to Learn@Lunch webpage in January
- Name recognition in upcoming events section of *Association Leadership* magazine
- Name recognition on 8 event evaluations
- Exclusive co-branding of the Learn@Lunch program for 2017
- Clickable logo on Learn@Lunch webpage on the TSAE website
- Signage on site
- Prominent logo recognition in on site PowerPoint presentation
- Opportunity to provide snacks and do a prize drawing at each of the 4 sessions where sponsor is lead. Exclusive sponsor will have opportunity at all 8.
- Logos on attendee name badges
- Opportunity to present collateral materials at session where sponsor is lead
- Logo and name recognition on 8-16 Learn@Lunch outreach emails to members and prospects
- Name recognition in 8 monthly President's Emails sent to entire membership
- Name recognition on 8 confirmation emails
- Each sponsor has a speaking opportunity at 4 Learn@Lunch programs. Exclusive sponsor has opportunity at all 8 sessions.

**Session topics have included: Creating Value Through Employee Development, Budgeting Tips for the Non Accounting Association Employee (I believe you attended this one!!), Consultants-Contractors-or Employees, Conflict Resolution in the Workplace, and Multi-Generational Workplace.

TSAE 2017 BOARD of DIRECTORS MEETINGS

Sponsor Opportunities

TSAE Board Meeting Sponsorships are a unique and exceptional way to connect face to face, in a private and casual setting, with our esteemed Board of Directors. This group of 18 dynamic professionals meets four times a year, including once at the New Ideas Annual Conference.

Board Lunch Sponsorship:

The Board Lunch Sponsorship is a great chance to meet and speak with the **18 board members** over a casual lunch after their quarterly meeting.

Board Lunch Dates Available:

- March 22nd in Austin
- June 2017
- September 17th at New Ideas Annual Conference in Houston

Board Lunch Sponsorship Deliverables:

- Exclusive Sponsor of one Board Lunch
- Opportunity to greet, meet and speak (10-15 minute presentation) to Board of Directors
- Two representatives present at lunch
- Recognition of company sponsorship, via verbal and email correspondence to Board of Directors.
- Opportunity to provide small gift to the board

Board Lunch Sponsor Commitment for one Lunch - \$3,000

Board Dinner Sponsorships:

The Board Dinner Sponsorship is another great opportunity to cultivate relationships with the TSAE board. Casual dinners are held the night before scheduled board meetings.

Board Dinner Dates Available:

- March 21st in Austin
- December 7th in Austin

Board Dinner Sponsorship Deliverables:

- Exclusive Private Board Dinner Sponsor
- Opportunity to greet, meet and speak (10-15 minute presentation) to Board of Directors
- Two representatives present at dinner
- Recognition of company sponsorship, via verbal and email correspondence to Board of Directors.
- Opportunity to provide small gift to the board

Board Dinner Sponsor Commitment for one Dinner - \$4,000

NATIONAL WEBINAR Sponsor Opportunity:

TSAE, as part of a group of 23 state SAEs, will offer 2 webinars available to approximately 7,500 members and potential members from the 23 different state SAEs. Members who participate in the webinars can earn CAE credit. This exciting opportunity offers national visibility and supports continuing education of the national association community.

Benefits and Deliverables as the exclusive sponsor are:

- Verbal recognition during webinar introduction
- Logo recognition on the opening slide of the webinar
- Logo recognition in webinar associated ppt that goes out to all webinar participants
- Logo recognition on registration page for the webinar
- Opportunity to include a one-page informational flyer in the downloadable handouts sections

Sponsorship Commitment: \$3,500 for 2 webinars



2017 TSAE ANNUAL PARTNERS PROGRAM

TSAE Annual Partners Program recognizes those Affiliate Member Organizations that make a significant contribution to TSAE and its initiatives by sponsoring multiple programs or events each year. TSAE is proud to highlight these Annual Partners with additional visibility and promotion that is over and above the benefits they receive with each program or event they sponsor.

Sponsorship commitments must be made by February 15, 2017, in order to be recognized as a 2017 Annual Partner. Connect Texas sponsorship / participation and In-Kind sponsorships do not qualify for inclusion in the Annual Partner investment calculations.

TSAE Annual Partners Program has several levels of recognition based upon the following minimum annual investment:

- CEO Strategies Partner (**Sold to Fort Worth CVB**)
- Gold - \$15,000
- Silver - \$10,000
- Bronze - \$7,500

Gold Annual Partner Recognition:

- Year-long front page logo recognition on the TSAE website
- Gold level logo on a stand-alone 'Annual Partners' webpage on TSAE website
- Gold level logo inclusion in Annual Partners standing banner present at all 2017 TSAE events
- Prominent inclusion in 2017 Annual Conference Program on Annual Partner page (Sept 2017)
- Prominent inclusion in full page, 4-color ad in *Association Leadership* magazine issue featuring photo of local market representative
- Prominent logo inclusion in Annual Partners announcement in one monthly President's Email with link to 'TSAE Annual Partners' webpage
- Prominent logo inclusion in 'Thank You to TSAE Annual Partners' email to members (December 2017)
- Prominent logo inclusion in 2017 TSAE Annual Report if produced (December 2017)

Silver Annual Partner Recognition:

- Silver level logo on a stand-alone 'Annual Partners' webpage on TSAE website
- Silver level logo inclusion in Annual Partners standing banner present at all 2017 TSAE events
- Silver level logo inclusion in 2017 Annual Conference Program on Annual Partner page (Sept 2017)
- Silver level Inclusion in full page, 4-color ad in *Association Leadership* magazine issue featuring photo of local market representative
- Logo inclusion in Annual Partners announcement in one monthly President's Email with link to 'TSAE Annual Partners' webpage
- Logo inclusion in 'Thank You to TSAE Annual Partners' email to members (December 2017)
- Logo inclusion in 2017 TSAE Annual Report if produced (December 2017)

Bronze Annual Partner Recognition:

- Bronze level logo on a stand-alone 'Annual Partners' webpage on TSAE website
- Bronze level logo inclusion in Annual Partners standing banner present at all 2017 TSAE events
- Bronze level logo inclusion in 2017 Annual Conference Program on Annual Partner page (Sept 2017)
- Bronze level inclusion in full page, 4-color ad in *Association Leadership* magazine featuring company logo
- Name inclusion in Annual Partners announcement in one monthly President's Email with link to 'TSAE Annual Partners' webpage
- Name inclusion in 'Thank You to TSAE Annual Partners' email to members (December 2017)
- Logo inclusion in 2017 TSAE Annual Report if produced (December 2017)

2017 TSAE - SPONSOR COMMITMENT FORM

Sponsor Information (please print or type):

Contact Name		
Organization Name		
Billing Address		
City, State, ZIP Code		
Telephone (business & mobile)		
E-Mail		

PLEASE CHECK ALL 2017 SPONSORSHIPS THAT APPLY:

Tech Talks:

- | | | |
|--|--|---|
| <input type="checkbox"/> Opening Keynote - \$5,500 | <input type="checkbox"/> Luncheon Keynote - \$5,500 | <input type="checkbox"/> Badge Holder & Lanyard - \$4,500 |
| <input type="checkbox"/> Conference Portfolio - \$4,500 | <input type="checkbox"/> Streaming Education - \$4,000 | <input type="checkbox"/> Closing Session with Exhibitor Space - \$4,000 |
| <input type="checkbox"/> Closing Session w/out Exhibitor Space - \$2,500 | | <input type="checkbox"/> Exhibitor - \$2,000 |

TSAE Open at Topgolf:

- | | | |
|--|---|---|
| <input type="checkbox"/> Clubhouse - \$7,500 | <input type="checkbox"/> Sip & Grip - \$5,500 | <input type="checkbox"/> Beat the Pro - \$3,750 |
| <input type="checkbox"/> Caddy - \$3,750 | <input type="checkbox"/> Practice Round - \$3,750 | <input type="checkbox"/> Team - \$1,500 |

New Ideas Annual Conference:

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Networking - \$13,500/\$12,500 2yrs | <input type="checkbox"/> Conference Bus - \$7,500 | <input type="checkbox"/> Learning Lounge - \$7,500 | <input type="checkbox"/> Education - \$6,500 |
| <input type="checkbox"/> Conference Summary Email - \$6,000 | | <input type="checkbox"/> Wi-fi - \$5,500 | <input type="checkbox"/> Comfort Blanket - \$5,500 |
| <input type="checkbox"/> Badge Holder & Lanyard - \$5,500 | <input type="checkbox"/> Conference Program - \$4,000 | <input type="checkbox"/> Deep Dive - \$3,500 | <input type="checkbox"/> Monday Breakfast - \$3,500 |
| <input type="checkbox"/> Room Key - \$3,500 | <input type="checkbox"/> Monday Breaks - \$3,500 | <input type="checkbox"/> Elevator Brand - \$3,500 | |
| <input type="checkbox"/> Bonus Bag Title - \$3,500 | <input type="checkbox"/> Charging Station - \$3,250 | <input type="checkbox"/> Sunday Break - \$2,500 | |
| <input type="checkbox"/> Room Drop - \$2,500 | <input type="checkbox"/> Tues. Grab & Go Breakfast - \$2,500 | <input type="checkbox"/> Bonus Bag Item - \$2,250 | |

Celebration Luncheon:

- Table Sponsor - \$1,500

Monthly Update Email Sponsored Content:

- Four Months - \$4,000 Five Months - \$5,000

National Webinar:

- Two Webinars - \$3,500

Board Meetings:

- Lunch Sponsor - \$3,000 Dinner Sponsor - \$4,000

Pledge Information:

I (we) commit a total of \$ _____ for 2017.

I (we) plan to make this payment in the form of:

_____ check _____ please invoice me

Acknowledgement Information:

Please use the following name(s) for all communications & acknowledgements:

Name
Signature(s)
Date

To secure sponsorship, please return completed form to Kathy Swanson via email kathy@tsae.org or fax (512) 444-5821.

Please make checks payable to:
Texas Society of Association Executives
8200 N. Mopac Expressway, Suite 185 Austin, Texas 78759

Questions? Contact Kathy Swanson at kathy@tsae.org, or 512-444-1974