



## 2018 SPONSORSHIP AND BRANDING OPPORTUNITIES

TSAE is one of the leading Society of Association Executives in the country with more than 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.

**Reach more than 1,000 Texas association decision-makers with TSAE!**

*\*2018 Sponsor offerings are subject to change based on availability, planning and/or education.*

*\*2017 sponsors get a time-limited "Frist Right of Refusal" opportunity to the same 2018 purchases.*

### 2018 ANNUAL PARTNERS PROGRAM TSAE

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

- Bronze - \$7,500
- Silver - \$10,000
- Gold - \$15,000
- Platinum – above \$15,000

*To be recognized as a 2018 Annual Partner, sponsorship commitments should be made by Feb. 15, 2018. Please contact Joby Strobo at 512.444.1974 for information on Annual Partners Program benefits.*

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**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!

**Questions?**

**Contact Joby Strobo at 512.444.1974**  
or [joby@tsae.org](mailto:joby@tsae.org) for further information.

## 2018 Tech Talk Sponsor Opportunities



March 22, 2018  
TCEA Conference Center  
Austin, TX

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. **Vendor space is limited, so don't delay in getting your contract in!**

**Reach more than 150 association decision-makers at TSAE's Tech Talks!**  
*\*Sponsor offerings are subject to change based on availability, planning and/or education.*

### Exclusive Opening Keynote Sponsor - \$5,500

- Exhibitor kiosk in premiere location;
- Two full-conference registrations, including all meals, breaks and educational sessions;
- Introduction of Keynote Speaker, which includes an opportunity to say a few brief words on one's own company or give a "Quick Pitch" (1-3 mins);
- Company promo video presentation (1-3 mins) to be played pre-session (sponsor provides video);
- Promo video on TSAE Facebook page;
- Company logo and description in exclusive "Industry Resource Guide" at TSAE.org and on conference app;
- Opportunity to provide educational "White Paper" given electronically to all attendees;
- Participation in Bingo Card traffic driver during event;
- Logo on looping PowerPoint slides during event;
- Logo branding on all print, online and onsite promotions (including conference app); and
- Company presence on pre-event promotional e-blasts (limit 2; exclusive to Keynote and Luncheon sponsors).

### Badge Holder & Lanyard Sponsor – \$4,500

- Exhibitor kiosk in preferred location;
- One full-conference registration, including all meals, breaks and educational sessions;
- Exclusive sponsorship of conference badge holder and lanyard distributed to 200+ attendees;
- Opportunity to say a few brief words on one's own company or give a "Quick Pitch" (1-3 mins);
- Company logo and description in exclusive "Industry Resource Guide" at TSAE.org and on conference app;
- Participation in Bingo Card traffic driver during event;
- Logo on looping PowerPoint slides during event; and
- Logo branding on all print, online and onsite promotions (including conference app).

### Exclusive Luncheon Sponsor - \$5,500

- Exhibitor kiosk in premiere location;
- Two full-conference registrations, including all meals, breaks and educational sessions;
- Exclusive sponsor of conference luncheon and opportunity to give a brief lunch welcome and to say a few brief words on one's own company or give a "Quick Pitch" (1-3 mins);
- Company promo video presentation (1-3 mins) to be played during luncheon;
- Promo video on TSAE Facebook page;
- Company logo and description in exclusive "Industry Resource Guide" at TSAE.org and on conference app;
- Opportunity to provide educational "White Paper" given electronically to all attendees;
- Participation in Bingo Card traffic driver during event;
- Logo on looping PowerPoint slides during event;
- Logo branding on all print, online and onsite promotions (including conference app); and
- Company presence on pre-event promotional e-blasts (limit 2; exclusive to Keynote and Luncheon sponsors).

### Conference Tote Bag Sponsor - \$4,500 **NEW!**

- Exhibitor kiosk in preferred location;
- One full-conference registration, including all meals, breaks and educational sessions;
- Exclusive sponsorship of conference tote which includes logo branding on tote bags distributed to 200+ attendees;
- Opportunity to say a few brief words on one's own company or give a "Quick Pitch" (1-3 mins);
- Company logo and description in exclusive "Industry Resource Guide" at TSAE.org and on conference app;
- Participation in Bingo Card traffic driver during event;
- Logo on looping PowerPoint slides during event; and
- Logo branding on all print, online and onsite promotions (including conference app). *\*Must be confirmed by Feb. 26<sup>th</sup>.*

## 2018 Tech Talks Sponsor Opportunities Continued

### Closing Session Sponsor – \$3,000

- Exclusive sponsorship of Closing Session which includes an opportunity to say “thanks” to attendees and to say brief words on one’s own company or give a “Quick Pitch” (1-3 mins);
  - Two full-conference registrations, including all meals, breaks and educational sessions;
  - Sponsorship of Ice Cream bar, afternoon snack or drinks;
  - Company logo and description in exclusive “Industry Resource Guide” at TSAE.org and on conference app;
  - Logo on looping PowerPoint slides during event; and
  - Logo branding on all print, online and onsite promotions (including conference app).
- \*Sponsorship does not include exhibit space.**

### Tech Talks Exhibitor – \$2,000

- Exhibitor kiosk;
- One full-conference registration, including all meals, breaks and educational sessions;
- Two hours of dedicated attendee time with exhibitors;
- Company logo and description in exclusive “Industry Resource Guide” at TSAE.org and on conference app;
- Participation in Bingo Card traffic driver during event;
- Logo on looping PowerPoint slides during event; and
- Logo branding on all print, online and onsite promotions (including conference app).

### Friend of TSAE – Additional Registration

- One full-conference registrations, including all meals, breaks and educational sessions priced at TSAE:  
*Affiliate Member \$245*  
*Affiliate Non- Member \$295*

### Wi-Fi Sponsor – \$2,500 **NEW!**

- Exhibitor kiosk;
- One full-conference registration, including all meals, breaks and educational sessions;
- Exclusive sponsorship of conference Wi-Fi which includes branded access for all attendees and signage;
- Company logo and description in exclusive “Industry Resource Guide” at TSAE.org and on conference app;
- Participation in Bingo Card traffic driver during event;
- Logo on looping PowerPoint slides during event; and
- Logo branding on all print, online and onsite promotions (including conference app).

### Sponsored Logo Items:

Want to maximize your exposure and brand awareness? Take advantage of an opportunity to display your logo/artwork on one of the following items, which are handed out at registration to over 200 Texas association decision-makers.

All sponsored items to be provided by the sponsor: \$1,000

- Conference pens;
- Conference notepads;
- Flashlights;
- Phone chargers; or
- Choose your own!

*\*There is a price limit per item.*

**Want something different? Let's customize a package for you!**

Contact **Joby Strobo** at 512.444.1974 or [joby@tsae.org](mailto:joby@tsae.org) for further information.

## 2018 TSAE Open Sponsor Opportunities



May 16, 2018  
Topgolf  
Austin, TX

The TSAE Open is an exciting golf and bingo event that brings together more than 225 TSAE members and sponsors for a day of networking and fun! The outing will be held in a casual and interactive environment at Topgolf ([www.topgolf.com](http://www.topgolf.com)). This entertaining afternoon offers association executive decision makers and affiliate members the opportunity to engage in a round of team Topgolf, learn a few tips from a golf pro (or even compete against one), play a few games, and relax with TSAE friends!

Sponsor this event and get the opportunity to mix and mingle, grab a bite to eat and drink, take in a little fresh air outside at the covered golf bays, and seating areas and just have fun!

**Don't delay in getting your contract in!**

*\*Sponsor offerings are subject to change based on availability, planning and/or education.*

### Clubhouse Sponsor - \$7,500

- Exclusive sponsor of TSAE Open Clubhouse\*;
- Exclusive operator of Bingo games, where sponsor can assist in calling out numbers and announcing winners (TSAE to provide Bingo announcer/mc to assist. Between 5-7 games to be played during the event);
- Exclusive provider and presenter of prizes to Bingo winners. (5-7 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 - four teams of six during team play;
- Name branding on four bays; and
- Logo/name branding on all print, online and onsite promotions.

*\*TSAE Open Clubhouse is the Topgolf Signature Function Room that opens 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.*

### Caddy Sponsorship – \$3,750

- Exclusive provider of gift “caddy” bag for all attendees;
- Opportunity to provide branded item in each “caddy” bag (\*Items to be provided by sponsor);
- Brand signage of the “Caddy Broker” (bag distribution table);
- Six TSAE Open admissions including a team of six during Team Play; and
- Logo/name branding on all print, online and onsite promotions.

**Sold Out**

### Sip & Grip Sponsor - \$5,500

- 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; and
- Logo/name branding on all print, online and onsite promotions.

### Beat the Pro Game Sponsor - \$3,750

- Exclusive sponsor of “Topgolf Pro Tips” and “Beat the Pro” golf game available during individual golf games period;
- Two pros to wear sponsored shirts at event;
- 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;
- Six event tickets – 1 team of 6 during team play; and
- 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.*

## 2018 TSAE Open Sponsor Opportunities Continued

### Practice Round Sponsor - \$3,750

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

### Team Sponsor - \$1,500 – 20 available

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

### Want to just purchase a ticket to attend?

- Affiliate Member- \$175
- Affiliate Non-Member- \$225

### Sponsored Logo Golf Items:

Want to maximize your exposure and brand awareness? Take advantage of an opportunity to display your logo/artwork on one of the following items, which are handed out at registration to over 225 attendees.

All sponsored items to be provided by the sponsor: \$1,000

- Conference pens;
- Conference notepads;
- Flashlights;
- Phone chargers; or
- Choose your own!

*\*There is a price limit per item.*

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## 2018 New Ideas Annual Conference Sponsor Opportunities



September 16 - 18, 2018  
Omni Dallas Hotel  
Dallas, TX

*New Ideas Annual Conference is **TSAE's premier event**. New Ideas brings together **more than 500 attendees** including CEOs, professionals and suppliers from all aspects of association management. This marquee Texas industry event is renowned for superior education, peer-to-peer knowledge exchange, outstanding social gatherings, and networking opportunities. Sponsor at TSAE's New Ideas and hear about today's biggest industry trends while engaging hundreds of potential clients.*

***This event sells out every year, so don't delay getting your contract in!***

**Reach Texas association decision-makers at TSAE's New Ideas!**

*\*Sponsor offerings are subject to change based on availability, planning and/or education.*

### Top Sponsorship Levels

#### TSAE Networking Sponsor - \$13,500

- Exclusive Awards Luncheon Sponsor (Mon., Sept. 17);
  - Video presentation and comments (3-5 mins) on stage during Awards Luncheon;
  - Branded collateral at all tables;
  - Two reserved tables at luncheon prominently located in proximity of center stage and award winners;
- Exclusive sponsor of New Member Orientation / Ambassador Program (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 back cover ad in on-site Conference Program;
- Company presence on up to four pre-conference promotional e-blasts (exclusive to Top Sponsors);
- Three full-conference registrations, including all meals, breaks, networking events and educational sessions;
- Three comp TSAE memberships (through April 30, 2019); and
- Superior recognition throughout the conference for this premier sponsorship level, including prominent artwork/logo display in event signage, top placement and recognition in conference printed materials, and acknowledgement through conference speaker scripts.

**Sold Out**

#### Wellness Hub Sponsor - \$10,000 **NEW!**

- Exclusive sponsor of Wellness Hub located in pre-function space or other high trafficked area (location to be determined by TSAE);
  - Includes 10' x 20' branded display area;
  - Opportunity to distribute "Wellness" related giveaways within hub (items provided by sponsor);
  - Opportunity to have representatives at booth greeting participants;
  - One "Push" notification reminder to visit Wellness Hub sent out to all conference attendees via the TSAE conference app;
- Sponsorship of one "Wellness" activity add-on: (there is a price limit per add-on):
  - Massage chair stations;
  - Juice station;
  - Posture analysis grid; or
  - Create your own!
- Opportunity to sponsor and host "Healthy Kick Start" activity (yoga, walk/run or Zumba) on closing morning including brief remarks and company info handout;
- Full page ad in on-site Conference Program;
- Company presence on up to four pre-conference promotional e-blasts (exclusive to Top Sponsors);
- Two full-conference registrations, including all meals, breaks, networking events and educational sessions;
- Two comp TSAE memberships (through April 30, 2019); and
- Superior recognition throughout the conference for this premier sponsorship level, including prominent artwork/logo display in event signage, top placement and recognition in conference printed materials, and acknowledgement through conference speaker scripts.

**Sold Out**

## Top Sponsorship Levels Continued

### Learning Lounge Sponsor - \$8,000 (1 of 2 available)

- Sponsor of one Learning Lounge session;
  - Host of education session in the Learning Lounge;
  - Logo branding in the Learning Lounge during session;
  - Opportunity for sponsor giveaway/activation in Learning Lounge during session (items provided by sponsor);
  - One “Push” notification reminder about sponsored session sent out to all conference attendees via the TSAE conference app;
- One reserved table at Awards Luncheon (Mon., Sept. 17);
- Full page ad in on-site Conference Program;
- Company presence on up to four pre-conference promotional e-blasts (exclusive to Top Sponsors);
- Two full-conference registrations, including all meals, breaks, networking events and educational sessions;
- One comp TSAE membership (through April 30, 2019); and
- Top recognition throughout the conference for this premier sponsorship level, including prominent artwork/logo display in event signage, top placement and recognition in conference printed materials, and acknowledgement through conference speaker scripts.

### Education Sponsor - \$7,500 (2 of 3 available)

- Exclusive sponsorship of one General Session (TSAE to determine which session);
  - Opportunity to introduce General Session speaker;
  - Video presentation and comments while on stage (one min.);
  - Logo signage at General Session;
  - Banner ad on webpage for downloadable session handout;
  - Recognition on signage at all concurrent breakout sessions;
- Logo and company description in Conference Program on Education Sponsors page;
- Company presence on up to four pre-conference promotional e-blasts (exclusive to Top Sponsors);
- Two full-conference registrations, including all meals, breaks, networking events and educational sessions;
- One comp TSAE membership (through April 30, 2019); and
- Top recognition throughout the conference for this premier sponsorship level, including prominent artwork/logo display in event signage, top placement and recognition in conference printed materials, and acknowledgement through conference speaker scripts.

## Additional Sponsorship Levels

### Deep Dive Session Sponsor - \$5,500 **NEW!**

- Exclusive sponsor of “Deep Dive” education session;
  - Opportunity to introduce Deep Dive speaker;
  - Opportunity to give “Quick Pitch” company introduction upon returning from break (one min);
  - Logo signage at session;
- Opportunity to provide branded item to all participants (items provided by sponsor);
- Half page ad in on-site Conference Program;
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019).

### Conference Blanket Sponsor - \$5,500

- Exclusive sponsor of conference blanket;
  - Logo/name branding on blankets given to over 200 association executives (purchased by TSAE);
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019).

### Wi-Fi Sponsor - \$5,500 (\*subject to change based on availability)

- Exclusive conference Wi-Fi sponsor/provider;
  - Logo/name branding on Wi-Fi landing page and event app;
  - Signage at event with logo and Wi-Fi info;
  - Customized password for Wi-Fi (TSAE to approve of password and verify must be fruit);
- One sponsored “Push” notification sent out to all conference attendees the TSAE conference app;
- Half page ad in on-site Conference Program;
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019).

### Lanyard & Badge Holder Sponsor- \$5,500

- Exclusive sponsor of lanyards and badges;
  - Logo/name branding on lanyards and badges given to over 500 attendees (purchased by TSAE);
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019).

## Additional Sponsorship Levels Continued

### Executive Bus Sponsor – \$5,000 **NEW!**

- Exclusive sponsor of transportation bus only for association executives at conference (attendees receive an invite to participate);
  - Logo/artwork on signage near bus access at hotel;
  - Opportunity to have one representative on hand to greet bus riders;
  - Opportunity to sponsor education mini session on bus;
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019).

### Room Key Sponsor - \$3,500

- Exclusive sponsor of hotel room keys;
  - Logo branded message on attendee room keys (sponsor to pay for cost of keys production);
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE memberships (through April 30, 2019).

### Charging Station Sponsor - \$3,500

- Exclusive sponsor of charging station;
  - Charging station to be housed in accessible area;
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019).

### Breaks Sponsor - \$3,500 (two available)

- Exclusive sponsor of Sunday or Monday conference breaks;
  - Logo signage and branded napkins for break areas;
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019).

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

- Sponsor of one room drop;
  - Room amenity drop on one day (Sponsor to provide item and pay for cost of room drop to hotel. Items dropped only to 200 association professionals' rooms);
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019).

### Conference Program Sponsor - \$4,000

- Exclusive New Ideas conference program sponsor;
  - Logo placement on Conference Program notepad pages;
- Half page ad in on-site Conference Program;
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019).

### Association Professional Bag Sponsor – \$3,500

- Title sponsor of bonus bag;
  - Logo/artwork on Bonus Bag Tote given over 200 association executives (purchased by TSAE);
  - Opportunity to have one representative to assist with distribution of bags and handouts; **Sold Out**
  - Opportunity to put one logo branded item in Bonus Bag (items provided by sponsor);
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One annual TSAE membership (through April 30, 2019).

### Elevator Cling Sponsor - \$3,500

- Exclusive sponsor of elevator clings;
  - Branding of main conference elevator doors;
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One annual TSAE membership (through April 30, 2019).

### Monday Breakfast Sponsor - \$3,500

- Exclusive Sponsor of the Monday Breakfast;
  - Logo signage and branded napkins at breakfast service;
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019).

### Tuesday Grab & Go Breakfast Sponsor - \$2,500

- Exclusive sponsor of Tuesday's Grab & Go Breakfast;
  - Logo signage and branded napkins for break areas;
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019).



## Additional Sponsorship Levels Continued

### Welcome Snack/Drink Sponsor - \$2,500 **NEW!**

- Exclusive sponsor of Welcome Snack/Drink item available to all attendees at the arrive on Sunday afternoon (purchased by TSAE):
  - Logo/artwork on welcome area signage;
  - Opportunity to have one representative on hand to help welcome attendees;
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE membership (through April 30, 2019)

**Sold Out**

### Bag Add-in Item Sponsor - \$2,500 (six available)

- Sponsor of one item in bonus bag;
  - Logo branded item in Association Professional bag (Sponsor to pay cost of item and delivery to hotel / convention center.);
  - Opportunity to have one representative to assist with distribution of bags at handout booth;
- One full-conference registration, including all meals, breaks, networking events and educational sessions; and
- One comp TSAE memberships (through April 30, 2019).

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customize a package for you!**

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[joby@tsae.org](mailto:joby@tsae.org) for further information.

## 2018 TSAE Celebration Luncheon Sponsorship Opportunities

One of TSAE's most popular events! TSAE will celebrate 2018 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 300-350 attendees.

Date: TBD (December 2018)

Location: TBD

### Exclusive Luncheon Host Sponsor - \$5,000

- Exclusive "Host" sponsor of the Celebration Luncheon;
- Opportunity to give welcome remarks onstage (1-3 mins);
- Opportunity to introduce speaker or entertainment;
- Two reserved table with signage at luncheon;
- Opportunity to give away prize drawings on stage;
- Twenty complimentary tickets to event; and
- Premiere recognition as host sponsor of event on event signage and table cards.

### Pre-Luncheon Social Hour Sponsor - \$4,500 **NEW!**

- Exclusive sponsorship of pre-luncheon social hour;
  - Includes cocktails and one hour of social time;
  - Logo/artwork on social hour signage;
- one reserved table with signage at luncheon;
- Sponsorship of one reserved table with signage at luncheon;
- Opportunity to give away prize drawings on stage;
- Ten complimentary tickets to event; and
- Recognition as sponsor of event on event signage.

### Celebration Luncheon Table Sponsor - \$1,500

- Sponsorship of one reserved table with signage at luncheon;
- Opportunity to give away prize drawings on stage;
- Ten complimentary tickets to event; and
- Recognition as sponsor of event on event signage.

## 2018 TSAE Membership Networking Happy Hour

In response to requests from members for more networking opportunities, we are introducing two new happy hours in the Austin-area in 2018. Happy Hours will be open to all members and allow for connections to be made in a casual and social setting.

Two per year: Spring 2018 and Fall 2018 - **Fall 2018 SOLD OUT**

### TSAE Membership Networking Happy Hour - \$5,000 – **NEW!**

- Exclusive sponsor of one TSAE Networking Happy Hour (2 hours);
- Opportunity to give welcome remarks to members;
- Opportunity to give away door prizes and promo items;
- Two free complimentary tickets to event; and
- Logo recognition as host sponsor of event on promotions and event signage.

## 2018 Monthly Association Insights Email Newsletter Sponsored Content Opportunity

Each month, TSAE sends an email to our more than 1,000 TSAE members. The monthly email is filled with up to date, quick and succinct messages on member opportunities, industry trends, event information and insights. Sponsorship of an exclusive Association Insights TSAE's Monthly Email Newsletter provides the opportunity to share quick, fun and informative facts about your organization and to connect in a customized manner with all TSAE members. Your sponsored content will be highlighted in its own framed area within the email update. Content can change and be customized each month.

Sponsored Content in the Association's Monthly Email is an exclusive four or five-month sponsorship.

**Sponsorship Commitment:**

- \$1,000 for one month;
- \$4,000 for four months; or
- \$5,000 for six months

**Available months are: March 2018**



The screenshot shows the header of the "November Association Insights" newsletter. It features the TSAE logo with the tagline "Better Together." and social media icons for Facebook and Twitter. The date "November 14, 2017" is displayed. The main content area includes several articles with sponsored content highlighted in a blue box. The articles are:
 

- CELEBRATION LUNCHEON ON DECEMBER 14**: Get your ticket now to join us next month at the AT&T Hotel and Conference Center for our annual Celebration Luncheon. Gather with the TSAE community during this festive time of year as we honor our 2017 Community Service Award Winner, collect toys and supplies for Any Baby Can, and enjoy a musical performance from Tje Austin and his band. [Learn more and register >>](#)
- VOLUNTEER WITH TSAE**: Want to get more involved in TSAE? Volunteering is a great way to meet new members, give back to the association, use your strengths and experience, and develop leadership skills. From ongoing year-long commitments to one-time meetings, we offer a variety of opportunities. [Learn more about opportunities and submit interests >>](#)
- CONNECT TEXAS ENJOYS SUCCESSFUL THIRD YEAR**: Thank you to our host Horseshoe Bay Resort, sponsors, and 200 planners and suppliers who joined us for Connect Texas last week. Attendees got a chance to attend quality education covering contract negotiations, meeting trends, and negative brainstorming all to build a better events for their attendees. [View photos from Connect Texas >>](#)
- A CONVENTION ADVENTURE WITH PROVEN SUCCESS**: Kalahari Resorts & Conventions is an event experience proven to increase attendance through first-class service and beyond-expectations fun, and in 2020, it's expanding to Round Rock, Texas. Exceed your goals at the venue where everything is under one roof. [Learn more >>](#)
- MEMBER-LED EDUCATION SESSIONS NEEDED FOR 2018 NEW IDEAS CONFERENCE**: The TSAE membership is filled with some of the brightest

 On the right side, there is a sidebar titled "Sponsored by:" featuring "THE LUBBOCK" with the tagline "THIS IS WEST TEXAS". Below this is a section for "UPCOMING EVENTS":
 

- FIRST & THIRD MONDAYS**: TSAE Toastmasters [More info](#)
- NOVEMBER 16**: CEO Strategies: Fostering Innovation with Design Thinking [More info](#)
- NOVEMBER 30**: Webinar: The Truth About Association Health Plans [More info](#)
- DECEMBER 5**: Webinar: Best Practices for Association Publications [More info](#)
- DECEMBER 14**: Celebration Luncheon (Austin) [More info](#)

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## 2018 Learn@Lunch Series

*Learn@Lunch is a lively education and networking opportunity for members that takes place eight 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. This is an exclusive sponsorship opportunity for eight sessions.*

### 2018 Learn@Lunch Session Sponsor - \$1,000 per session

- Front page announcement of 2018 programming with link to Learn@Lunch webpage in January;
- Name recognition in upcoming events section of Association Leadership magazine;
- Name recognition on session event evaluations;
- Exclusive co-branding of the Learn@Lunch program for 2018;
- Clickable logo on Learn@Lunch webpage on the TSAE website;
- Signage on site;
- Opportunity to provide snacks and do a prize drawing at each session where sponsor is lead (Exclusive sponsor will have opportunity at all eight);
- Logos on attendee name badges;
- Opportunity to present collateral materials at session where sponsor is lead;
- Logo and name recognition on Learn@Lunch outreach emails to members and prospects;
- Name recognition in monthly Association Insight Emails sent to entire membership;
- Name recognition on session confirmation emails; and
- Each sponsor has a speaking opportunity at sponsored Learn@Lunch programs (Exclusive sponsor has opportunity at all eight sessions.)

*\*Session topics could include: Creating Value Through Employee Development, Budgeting Tips for the Non-Accounting Association Employee, Membership Solutions, Wellness in the Workplan, Employee Conflict Resolution, and Multi-Generational Workplace.*

*\*Sponsor can discuss topic options with Education Director.*

## 2018 National Webinar Sponsor Opportunity

*TSAE, as part of a group of 23 state SAEs, will offer up to four 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.*

### 2018 Webinar Sponsor - \$1,750 (four available)

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

## 2018 TSAE Board of Directors 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 who happen to all be decision makers at their associations! This group of 19 dynamic professionals meets four times a year, including once at the New Ideas Annual Conference.*

### **2018 Board Lunch Sponsorships - \$2,500** (three available, dates TBD)

- Exclusive Sponsor of one TSAE Board of Directors Lunch (TSAE to take care of costs);
- 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; and
- Opportunity to provide small gift to each member of the TSAE board.

### **2018 Board Dinner Sponsorships - \$3,500** (three available, dates TBD)

- Exclusive Sponsor of one TSAE Board of Directors Dinner (TSAE to take care of costs);
- 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; and
- Opportunity to provide small gift to each member of the TSAE board.

**Want something different? Let's  
customize a package for you!**

Contact **Joby Strobo** at 512.444.1974 or  
[joby@tsae.org](mailto:joby@tsae.org) for further information.

# 2018 TSAE - SPONSOR CONTRACT



## SPONSOR INFORMATION (please print or type):

Company Name (EXACTLY as you wish to appear in printed materials) \_\_\_\_\_

Contact Name (Recipient of all sponsor communications attendees registered separately) \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Telephone # \_\_\_\_\_

Email Address \_\_\_\_\_ Website \_\_\_\_\_

## PLEASE CHECK ALL 2018 SPONSORSHIPS THAT APPLY:

### TSAE Tech Talks (March 22, 2018):

- Opening Keynote - \$5,500       Luncheon Sponsor - \$5,500       Badge Holder & Lanyard - \$4,500  
 Conference Tote Bag - \$4,500       Closing Session Sponsor - \$3,000       Exhibitor - \$2,000  
 Sponsored Logo Item - \$1,000 (list which item) \_\_\_\_\_

### TSAE Open at Topgolf (May 16, 2018):

- Clubhouse - \$7,500       Sip & Grip - \$5,500       Caddy - \$3,750  
 Beat the Pro - \$3,750       Practice Round - \$3,750       Team - \$1,500  
 Sponsored Logo Item - \$1,000 (list which item) \_\_\_\_\_

### New Ideas Annual Conference (September 16-18, 2018):

- Networking - \$13,500       Wellness Hub - \$10,000       Learning Lounge - \$8,000       Education - \$7,500  
 Deep Dive - \$5,500       Wi-Fi - \$5,500       Blanket - \$5,500       Badge/Lanyard - \$5,500  
 Bus - \$5,000       Conference Program - \$4,000       Room Key - \$3,500       Bag Sponsor - \$3,500  
 Charging Station - \$3,500       Elevator Cling - \$3,500       Break Sponsor - \$3,500       Breakfast Sponsor - \$3,500  
 Room Drop - \$2,500       Tues. Grab & Go Breakfast - \$2,500       Welcome Snack - \$2,500       Bag Add-in - \$2,500

### Celebration Luncheon:

- Hosting Sponsor - \$5,000  
 Social Hour Sponsor - \$4,500  
 Table Sponsor - \$1,500

### Monthly Update Email Sponsored Content:

- One Month - \$1,000       Four Months - \$4,000       Six Months - \$6,000

### Membership Networking Happy Hour:

- Happy Hour Sponsor (1) - \$5,000

### Learn@Lunch Series Sponsor:

- Exclusive Sponsor - \$8,000

### National Webinar:

- One Webinar - \$1,750

### Board Meetings:

- Lunch Sponsor - \$2,500       Dinner Sponsor - \$3,500

Summary of Selections \$ \_\_\_\_\_ for 2018.

Acknowledgement Information: I commit to the total listed above:

Name \_\_\_\_\_ Signature(s) \_\_\_\_\_

Date \_\_\_\_\_

To officially secure sponsorship, please return completed form to Joby Strobo via email [joby@tsae.org](mailto:joby@tsae.org) or fax (512) 444-5821.

### If paying by credit card:

- Mastercard     Visa     AmEx

Card number \_\_\_\_\_

Expiration date \_\_\_\_\_ CVV \_\_\_\_\_

Name on card \_\_\_\_\_

Signature (required) \_\_\_\_\_

Billing address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

### If paying by check, make payable to:

Texas Society of Association Executives  
8200 N. Mopac Expressway, Suite 185  
Austin, Texas 78759  
(mail check to same address)

Want something different? Let's customize a package for you! Contact Joby Strobo at 512.444.1974 or [joby@tsae.org](mailto:joby@tsae.org) for further information.