



# 2023 SPONSORSHIP PROSPECTUS

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Engage. Connect. **Grow.** Belong.

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The Texas Society of Association Executives Sponsorship  
Offerings for 2023.



**WE HELP YOU  
CONNECT TO OUR  
MEMBERS**

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# Welcome

Thank you for your interest in partnering with the Texas Society of Association Executives (TSAE). TSAE would like to engage with partners who are interested in enhancing experiences and creating memorable moments for your clients, customers, partners, and our members! Are you interested in learning how you can enhance your ROI at our events or getting more involved? Are you ready get front and center and have those meaningful conversations with key players and decision makers? Put your best foot forward by becoming a TSAE Partner today! This is more than a marketing plan. It's about creating experiences that will resonate long after those events.

Sponsorship packages are fully customizable and offer long-term benefits. I will create a one-of-a-kind sponsorship package to meet every budget! Some of the sponsorship benefits include:

- Strategic logo placement on website
- Acknowledgements during sponsored sessions and events
- Complimentary TSAE memberships
- Inclusion in TSAE email campaigns
- Magazine recognition and more.

I'd love to discuss potential partnership opportunities with you and learn more about you, your organization and your goals!

**Ronika Nash, CEM**  
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**[www.tsae.org/sponsors](http://www.tsae.org/sponsors)**

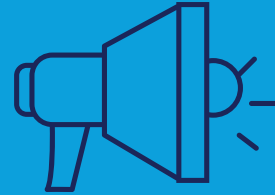


# About TSAE

TSAE is one of the leading Society of Association Executives in the country with nearly 900 members who represent Texas based associations and societies, as well as corporations 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.

TSAE began in 1928 as Texas Trade Association Executives (TTAE) and in 1956 TTAE changed its name to Texas Society of Association Executives.

Since the beginning, TSAE has been serving association professionals by creating strong connections – to peers, information, resources, inspiration and innovation – to advance their careers and organizations.



**857**

**TSAE Members**

**230**

**Associations  
Represented**

**174**

**CEOs/EDs**

**112**

**Meeting/Event  
Planners**

# Annual Partners

The TSAE Annual Partnership Program recognizes affiliate organizations that make significant contributions to TSAE by sponsoring multiple programs or events each year or by serving TSAE as a Strategic Partner.

Each Annual Partner level provides enhanced benefits and increased opportunities to put your company's name in front of more decision makers in the association community.

Annual Partnerships are designed to give your organization continuous promotional opportunities throughout the year.

Fully customize your year-long sponsorship package today!

## Titanium - \$50,000+

- ◆ Diamond Level Package, plus
- ◆ Four (4) TSAE annual membership active through April 30, 2024 (\$4,990 value - 10 total)
- ◆ Two (2) complimentary registration to the New Ideas Annual Conference (\$4,170 value - 6 total)
- ◆ One (1) complimentary reserved table at Awards Luncheon at the New Ideas Annual Conference (\$3,500 value - 2 total)

## Diamond - \$35,000

- ◆ Platinum Level Package, plus
- ◆ Two (2) TSAE annual membership active through April 30, 2024 (\$2,994 value - 6 total)
- ◆ Two (2) complimentary registration to the New Ideas Annual Conference (\$1,350 value - 4 total)
- ◆ One (1) complimentary reserved table at the Celebration Luncheon in Austin (\$3,500 value - 2 total)

## Platinum - \$25,000

- ◆ Gold Level Package, plus
- ◆ Two (2) TSAE annual membership active through April 30, 2024 (\$1,996 value - 4 total)
- ◆ One (1) complimentary registration to the New Ideas Annual Conference (\$1,350 value - 2 total)
- ◆ One (1) complimentary reserved table at Awards Luncheon at the New Ideas Annual Conference (\$1,750 value)
- ◆ One (1) complimentary reserved table at the Celebration Luncheon in Austin (\$1750 value)



### Gold - \$15,000

- ◆ Silver Level Package, plus
- ◆ One (1) TSAE annual membership active through April 30, 2024 (\$998 value - 2 total)
- ◆ One (1) complimentary registration to the New Ideas Annual Conference (\$695 value)

### Silver - \$10,000

- ◆ Bronze Level Package, plus
- ◆ One (1) TSAE annual membership active through April 30, 2024 (\$475 value)

### Bronze - \$7,500

- ◆ Opportunity to utilize the TSAE job board for job postings in the organization
- ◆ Logo featured on front page of TSAE.org website
- ◆ Bronze level logo on a stand-alone 'Annual Partners' webpage on TSAE.org
- ◆ Recognition as Bronze Partner at all 2023 TSAE events
- ◆ Logo placement in New Ideas Conference Program on Annual Partners page
- ◆ Inclusion in full-page, 4-color, 'Thank You' ad in an issue of Association Leadership magazine featuring photo of local market representative
- ◆ Inclusion in the announcement of Annual Partners in one monthly newsletter email with link to 'TSAE Annual Partners webpage (January 2023)
- ◆ Inclusion in 'Thank You to TSAE Annual Partners' email to full membership (December 2023)
- ◆ Preferred placement/recognition at all TSAE events in which partner participates including exhibit booths (if applicable), reserved tables, logo placements, game participation, etc.

# Education Opportunities

## Previous Education Content Topics Include:

Success Secrets of the Intentional Networker

Strategies for Becoming a More Authentic, Engaging & Confident Presenter

When a Divisive Issue Comes Knocking

Meaningful Member Engagement: Providing Value with Changing Expectations

Get LinkedIn to Win: Building Genuine Relationships Online

Battle Burnout: It's OK to Say You're Not OK

5 Steps to Find Your Value Proposition

## Essential Elements Content:

How Associations Serve Society and Members

Education & Events

Membership Recruitment & Retention

Association Finance

Volunteer Engagement

Legal Considerations

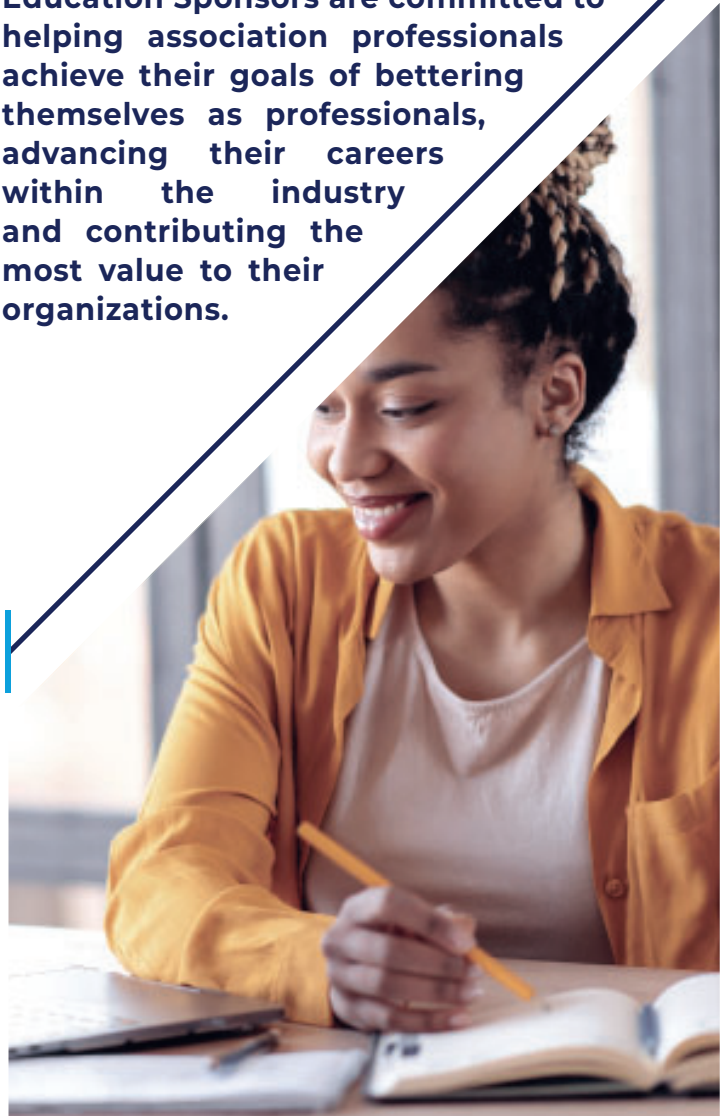
Strategic Planning

Government Relations

One of the top benefits that TSAE members receive is ample opportunities for professional development through access to high-quality education that is not only timely, but tailored to the needs of those working in the association industry.

Our members are looking to better themselves, their careers and their organizations through educational programming. Many of them are also looking to either achieve or maintain their designation as a Certified Association Executive (CAE) with a certain number of hours spent in an educational environment.

**Education Sponsors are committed to helping association professionals achieve their goals of bettering themselves as professionals, advancing their careers within the industry and contributing the most value to their organizations.**





## Virtual CAE Study Course

Interested? Contact [ronika@tsae.org](mailto:ronika@tsae.org)

# 01

CAE Study Courses are offered twice each year (9 session series in the spring and fall) to provide industry knowledge and prepare professionals for the CAE exam.

**SOLD!**



Includes the opportunity to host breakfast for all CAE professionals and to announce newly certified CAEs on stage during the New Ideas Annual Conference.

National Webinars - 4 per year  
\$3,000

# 02

CAE offers webinars available to approximately 7,500 members and potential members from 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. Sponsors receive branding recognition as well as the opportunity to attend and welcome attendees for their sponsored online seminar.

**SOLD!**



Learn@Lunch Host - 8 per year  
\$1,500

# 03

Learn@Lunch is the most frequently offered educational programming and provides time for members (both Association Professional and Affiliate) to network and receive educational programming. These sessions attract 30-75 attendees.

**SOLD!**

\*If you are interested in submitting an RFP or a bid for a 2023 Learn@Lunch, please contact Strategic Partnerships Director, Ronika Nash, CEM at [ronika@tsae.org](mailto:ronika@tsae.org)



Essential Elements Series  
\$7,500

# 04

Essential Elements of Association Management 2023 is an eight part live online seminar series that supports new professionals in the association industry learn about the operation and functions of an association.

**SOLD!**

This is a helpful tool for training new employees for those who are looking for a basic understanding of how associations work.



# Women's Summit

The TSAE Women's Summit brings together those working in the association industry to network, inspire one another, and learn how to strengthen and support the leadership of women in association management.

The summit will provide an experience that inspires both women and men in the association community to participate and support women as leaders. Sessions range from mentoring, coaching, to health and wellness and career advancement.

**February 21-22, 2023**

**College Station, Texas**



## Welcome Sponsor \$5,000

Welcome attendees to the 2023 Women's Summit Conference with this sponsorship that includes a display of snacks or beverages and the unique opportunity to welcome attendees as they arrive onsite. This sponsorship includes (2) full conference registrations, including all meals, breaks, entertainment, and education sessions.

**SOLD!**  
\*TSAE will cover cost of food and beverage items, but price limits exist.



## Lanyard Sponsor \$4,000

Sponsor of the conference lanyards and badges given to all attendees. This sponsorship includes (2) full conference registrations, including all meals, breaks, entertainment, and education sessions.

\*TSAE will cover cost of the branded items, but price limits exist.

**SOLD!**



## Headshot Sponsor \$3,000

Sponsor of dedicated headshot space, offering complimentary photos at a designated time.

\*TSAE will cover cost of photographer.



# Women's Summit



## Host Sponsor \$15,000

**SOLD!**

This two-day conference will have unforgettable education and networking opportunities. The host city will provide a city excursion or entertainment reception to highlight what the destination has to offer. This is a cash sponsorship and hosting opportunity which includes amazing promotional benefits and exposure to the TSAE membership including the following: Hosting sponsors event branding on all pre-summit, event and post-summer promotions, exclusive sponsorship of opening general session, opportunity to highlight meeting venue/city with a 1-hour experience for all attendees and much more.

\*For more information on how to submit your RFP, please contact Strategic Partnerships Director, Ronika Nash, CEM, [ronika@tsae.org](mailto:ronika@tsae.org)



## Education Sponsor \$5,500

**SOLD!**

Champion Women's Education by becoming a sponsor for one of our Women's Summit education sessions. This sponsorship includes the opportunity to introduce the speaker (and self) on stage; a sponsored table for eight (8) guests at the Banquet lunch, and two (2) full conference registrations, including all meals, breaks, entertainment, and education sessions.



## Women Empowerment Book Sponsor \$3,500

**SOLD!**

Sponsorship of 100 signed copies of "Our Resilience is Enough".

The first 100 attendees to arrive at registration will receive a copy. This sponsorship includes (1) full conference registration, including all meals, breaks, entertainment, and education sessions.

\*TSAE to cover cost of 100 books.





### Room Key Card Sponsor \$2,500

Sponsor of branded hotel room key cards lets the sponsor place a logo branded message on room key cards used by attendees. This sponsorship includes (1) full conference registration, including all meals, breaks, entertainment, and education sessions.

\*Sponsor to cover the cost of keys and delivery to property. TSAE to approve artwork.

**SOLD!**



### Coffee Break Sponsor \$2,500

Learning is demanding work and sometimes attendees need a break. Be the hero, while gaining recognition, by offering attendees a much-needed beverage break. Sponsors will receive branded signage at each coffee break and branded beverage napkins or coffee sleeves.

\*TSAE will cover cost of branded napkins or coffee sleeves and beverages.

**SOLD!**



### Room Drop Sponsor \$2,000

Sponsorship of one room drop during the conference gives the sponsor the opportunity to provide a unique item(s) to be placed in each Association Professional's hotel room (estimated 100). This sponsorship includes (1) full conference registration, including all meals, breaks, entertainment, and education sessions.

\*Sponsor to provide items, pay delivery and room drop fees. Drops must be approved by TSAE. No unauthorized room drops will be allowed or accepted. Sponsors are required to pay the cost of the room drop and the sponsorship fee.

### Snack Break Sponsor \$3,500

No one wants a "Hangry" attendee... Help keep our attendees sane and satisfied by sponsoring a snack break. Sponsors will receive branded signage at the scheduled break time and branded beverage napkins or cups.

\*TSAE will cover cost of branded napkins or cups and snacks.

**SOLD!**



**TSAE**  
**WOMEN'S SUMMIT**



# CEO Forum



The CEO Forum is a one-day program developed by Association CEOs for CEOs. It features highly engaging programming that will challenge leaders to think beyond the nuts and bolts of association management and venture into the strategy behind a successful organization and provide an opportunity for CEOs to learn from one another.

**March 27-28, 2023**

**Rockwall, Texas**

## CEO FORUM SUPPORTING SPONSOR - \$7,500



Be a supporter of TSAE's Premier CEO education and attend this executive event. Sponsorship includes the opportunity to introduce oneself to group and speak, exclusive opportunity to network with Association CEOs and (1) full conference registration including all meals, breaks, entertainment, and education.

\*This opportunity is only open to companies who offer business operations solutions for association and will not be available to CVBs or hospitality vendors. Vendor representatives' participation will be limited to preserve the integrity of the education and value of exclusive CEO networking.

# New Ideas

As an association professional, you can't afford to miss our signature event, the TSAE New Ideas Annual Conference. New Ideas brings together association professionals and suppliers from all aspects of association management. This three-day event provides numerous concurrent breakout sessions, three (3) keynotes, and opportunities to continue conversations on a broad range of topics for industry professionals.

**Our biggest event of the year!**

**September 24-26, 2023**

**Fort Worth, Texas**



## Activations

\*Limited Number Available

**\$10,000**

**SOLD!** Starting rate may increase depending on sponsor requests

Make a splash with an activation station that allows you to engage directly with attendees while hosting a fun, interactive, experiential activity and create unforgettable brand awareness.

The sponsorship benefits could include a built activation space, gift giveaways, themed interactive activities, push notifications, (1) full page conference program ad, (2) full conference registrations, (2) complimentary 2023-2024 TSAE Memberships, and premier recognition throughout the conference.

Activations are completely customizable. Strategic Partnerships Director, Ronika Nash, CEM will help you create your activation today!

Example Activations Include:

- Wellness Hub
- TSAE Member Engagement Center
- Mosaic Photo Wall



## Activations Inside Expo Hall \$7,500

Starting at \$7,500 per activity station. Price may increase depending on sponsor requests. Make a big splash and show off at New Ideas by sponsoring an activation station.

### Example Expo Activations Include:

- Maker Space Area
- Screen Printing
- Caricature Drawing
- Hair and/or Makeup Touch-Up
- Candyland Sweet Stop Snacks
- Relax & Recharge
- Inspiration Wall

## Thought Leader Exhibitor

\$3,000

**SOLD!**

Stand out with this sponsorship opportunity!

Thought Leaders will have the opportunity to give a 15-20-minute micro session, which is a brief, educational session presented to interested participants.

This sponsorship includes (1) exhibit table, participation in the exhibit hall traffic enhancing activity, and (1) full conference registration including all meals, breaks, entertainment, education, and branding throughout the event

\*TSAE to approve speaker's topic selection.

# NEW ideas

**Exhibitor  
\$2,000**

### New This Year!

The Exhibitor Sponsorship includes (1) exhibit table, and (1) full conference registration including all meals, breaks, entertainment, education, and branding throughout the event.

**SOLD!**



# New Ideas



## "The Nightcap" After Party Sponsor \$20,000

### New This Year!

Before the day ends, our evening reception is the last stop!

This opportunity includes premium branding and recognition, the opportunity to provide entertainment and gifts. Sponsorship includes (1) full conference registration including all meals, breaks, entertainment, education, and branding throughout the event.

\*TSAE will cover cost of branded items, food, and beverages.



## Keynote Sponsor (3 Available) \$7,500

**SOLD!**

The New Ideas Keynote sponsorship is exclusive to one general session during the conference. This is one of the most visible sponsorships TSAE offers all year and includes the opportunity for a brief video presentation and introduction of the General Session keynote speaker onstage.

The sponsorship includes a 1/2-page ad in the conference program, (2) full conference registrations, (1) complimentary 2023-2024 TSAE membership, and premier recognition throughout the conference.



## Awards Luncheon Sponsor \$7,500

**SOLD!**

The exclusive sponsor of the 2023 TSAE Awards Luncheon hosted at New Ideas is a highly visible sponsorship that will highlight your organization to all conference attendees. The sponsor of the Awards luncheon has the opportunity for a brief video presentation, live introductions, and opportunity to give a gift to all TSAE Award recipients.

This sponsorship includes a 1/2-page ad in the conference program, (2) full registrations, (1) complimentary 2023-2024 TSAE membership, and premier recognition throughout the conference.



# New Ideas



## Newbie Engagement Sponsor \$6,000

**SOLD!**

The exclusive sponsor of the New Member Engagement program is a yearly sponsorship that includes participation in the New Member Orientations throughout the year. The sponsor is the face of the First Time Attendee experience that includes the Newbie Orientation session, the Newbie Reception and (1) Meet-Up.

This sponsorship includes a 1/2-page ad in the conference program, (2) full registrations, (1) complimentary 2023-2024 TSAE membership, and premier recognition throughout the conference.



## Deep Dive Education Sponsor \$5,500

**SOLD!**

The exclusive sponsor of the extended "Deep Dive" education session provides intimate 3-hour education experience for 35-55 attendees to participate in a deep dive learning session geared towards association leadership.

The sponsorship includes a 1/2-page ad in the conference program, (1) full registration, (1) complimentary 2023-2024 TSAE membership, and recognition throughout conference.



## Wi-Fi Sponsor \$5,500

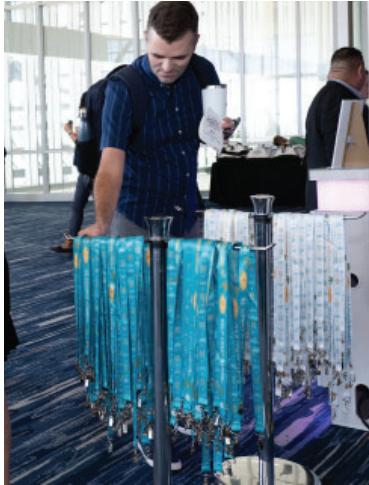
**SOLD!**

Sponsor of the conference Wi-Fi includes a branded landing page, network name customization and signage.

The sponsorship includes a 1/2-page ad in the conference program, (1) full registration, (1) complimentary 2023-2024 TSAE membership, and recognition throughout conference.

\*Subject to availability and customization limitations

# New Ideas



## Lanyard Sponsor \$5,500

**SOLD!**

Exclusive sponsor of the New Ideas Annual Conference lanyards and badges given to more than 500 attendees.

The sponsorship includes a full-page ad in the conference program, (1) full registration, (1) complimentary 2023-2024 TSAE membership, and recognition throughout conference.

\*TSAE will cover the cost of branded items, but price limits exist.



## Board Dinner Sponsor \$6,000

**SOLD!**

Sponsor of TSAE Board of Directors Dinner (sponsor to host dinner on property too, if applicable). Opportunity to greet, meet, and speak to TSAE's Board of Directors and have two company representatives present at dinner.

The sponsorship includes (1) full registration.



## Photo Booth Experience \$4,000

**SOLD!**

Sponsorship of interactive digital photo booth hosted by sponsor and their representatives. Setup may include branded backdrops or background artwork of sponsor's choosing (TSAE to approve artwork) and includes fun props for attendees to use as they take photos.

The sponsorship includes a full-page ad in the conference program, (1) full registration and recognition throughout conference.

\*Sponsor responsible for cost of photo booth rental and delivery onsite.

# New Ideas



## Welcome Sponsor \$10,000

**SOLD!**

The Welcome Sponsorship is the first face that attendees see as they arrive to New Ideas. The exclusive conference "Welcome" sponsor includes a display of snacks and/or beverages and the unique opportunity to reconnect attendees and provide a real sense of welcome.

The sponsorship includes (1) full registration, (1) complimentary 2023-2024 TSAE membership, and recognition throughout conference.

\*TSAE will cover the cost of food and beverages, but price limits exist.



## Hydration Sponsor \$4,500

**SOLD!**

Exclusive sponsor of the water stations at New Ideas which includes logo branding on water stations, logo and branding on water bottles that are placed in conference bags and (1) full registration and recognition throughout conference.

\*TSAE will provide branded water bottles, but price limit exists.



## Conference Program Sponsor \$4,500

**SOLD!**

Exclusive New Ideas conference program sponsor including logo and slogan placement on conference program notepad pages with a full-page, back outside cover ad on conference program.

The sponsorship includes (1) full registration and recognition throughout conference.



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# New Ideas

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## Conference Bag Sponsor \$4,500

**SOLD!**

Sponsor of New Ideas conference bags which are exclusively given to association professional attendees. Logo/artwork on bag (created by sponsor) features both New Ideas and sponsor logo branding. Sponsor has opportunity to have one representative assist with distribution of bags and to put one logo branded item inside bag (sponsor to provide items).

The sponsorship includes (1) full registration and recognition throughout conference.

\*TSAE will cover costs of branded bags, but price limit exists.

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## Conference Breakfast Sponsor \$4,000

**SOLD!**

Exclusive sponsor of one of two conference breakfasts. Logo signage and branded napkins at breakfast services and opportunity to place pull-up banner or other type of small signage at breakfast buffets.

The sponsorship includes (1) full registration and recognition throughout conference.

\*TSAE will cover cost of branded items, but price limit exists.

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## Room Key Card Sponsor \$2,500

**SOLD!**

Exclusive sponsor of branded hotel room key cards. Sponsor place a logo branded message on room key cards use by attendees.

The sponsorship includes (1) full registration and recognition throughout conference.

\*Sponsor to provide cost of keys and delivery to property. TSAE to approve artwork.

# New Ideas

## Room Drop Sponsor \$1,500

**SOLD!**

The Room Drop Sponsorship is one of the most talked about sponsorships during conference. This sponsorship includes one room drop during the event and gives the sponsor the opportunity to highlight their brand and creativity by providing a unique gift to be placed in each association professional's hotel room (estimated 250 for past in-person event; Sponsor to provide items, pay for cost of delivery to hotel and room drop fee.)

The sponsorship includes (1) full registration and recognition throughout conference.

\*All room drops must be approved by TSAE. No unauthorized room drops will be allowed. Sponsors are required to pay the cost of the room drop and the sponsorship fee.



## Elevator Cling Sponsor \$3,500

Sponsorship of elevator cling(s) with logo/artwork sponsor branding extends brand recognition throughout conference.

The sponsorship includes (1) full registration and recognition throughout conference.

\*TSAE will cover cost of branded cling, but price limit exists. TSAE will determine final location of cling.



## Escalator Cling Sponsor 3,500

Sponsorship of escalator cling(s) with logo/artwork sponsor branding extends brand recognition throughout conference.

The sponsorship includes (1) full registration and recognition throughout conference.

\*TSAE will cover cost of branded cling, but price limit exists. TSAE will determine final location of cling.



## Conference Bag Add-In Item Sponsor \$2,500

Sponsor of (1) item in conference association professional bag.

\*Sponsor to provide items, 250 total; Item must be approved by TSAE.



### Conference Supporter Sponsor \$2,500

Support TSAE's mission and TSAE's membership through this generous sponsorship.

Sponsorship includes logo recognition on signage, in conference program and on TSAE's website.



### Beverage Break Sponsor \$2,500

Sponsor of (1) beverage break during conference.

Sponsor receives onsite recognition and branded signage at break.

**SOLD!**  
\*Sponsor to provide branded beverage napkins or coffee sleeves.



### Mobile App Banner Sponsor \$1,000

Sponsor of (1) banner ad in TSAE's Official Conference Mobile App.

\*Sponsor to design ad. Ad must be approved by TSAE.

## Charging Station Sponsor - \$3,000

Sponsor of charging station to be placed at dedicated space.

Sponsor will receive recognition on signage and in program booklet.

**SOLD!**

## Snack Break Sponsor - \$3,000

Sponsor of (1) snack break during conference.

Sponsor receives onsite recognition and branded signage at break.

\*Sponsor to provide branded beverage napkins or cups.

**SOLD!**



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# New Ideas

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## Breakout Room Host \$5,000

**SOLD!**

Sponsor of (1) dedicated breakout room. Sponsored room will have unique furnishings and branded signage inside the room.

Sponsor may serve as moderator of session to introduce each speaker. Sponsor may be giveaways to be place on tables for each session within the room.



## Thought Leader Session Sponsor - \$4,000

**SOLD!**

This sponsorship includes the opportunity to give a 15-minute "micro-session", which is a brief, educational session to interested participants.



## Complimentary Headshots Sponsor \$5,000

**SOLD!**

Sponsor of dedicated headshot space, offering complimentary photos at a designated time.

\*TSAE will cover cost of photographer.

# TS&E Open



TS&E Open is our annual networking event where TS&E Members take over Topgolf for a fun afternoon of golf swings, games, refreshments, and friendly competition on a beautiful Spring day. Attendees get a chance to connect, enjoy some great food and win prizes!

**April 19, 2023**

**Top Golf Austin**



## Beverage Cart Sponsor \$5,500

**SOLD!**

The beverage sponsor of the TS&E Open is a fun sponsorship that provides great branding on drink stations and drinkware.

This sponsorship includes (2) Topgolf teams of (6) during team play (12 registrations total).

\*TS&E to provide branded beverage cups, napkins, and drink tickets, but price limit exists.



## Welcome Sponsor \$4,500

**SOLD!**

Official "Welcome" sponsor of the TS&E Open which includes the opportunity to have 1-2 representatives assist with registration and welcome attendees with TS&E staff as they arrive.

This sponsorship includes (1) Topgolf team of (6) during team play (6 registrations total).

\*TS&E will provide food and branding, but price limitations exist.



## Caddyshack Giftbag Sponsor

### \$4,000

**SOLD!**

Exclusive sponsor of gift "caddy bag" for all attendees to be passed out during Topgolf team play which includes opportunity to provide branded items in each "caddy" bag.

This sponsorship includes (1) Topgolf team of (6) during team play (6 registrations total).

\*Sponsor to provide branded bags and items.

## Team Sponsor

### \$1,750

A team sponsorship includes (1) Topgolf team of (6) during team play (6 registrations total).

**SOLD!**



## 'Beat The Pro' Sponsor

### \$4,000

**SOLD!**

Exclusive sponsor of "Beat the Pro" golf game hosted at sponsor's bay during team play with the opportunity to have two Topgolf pros wear sponsor's logoed shirts during event and during Topgolf demonstration and tips. The sponsor can also provide prize(s) to game winner.

This sponsorship includes (1) Topgolf team of (6) during team play (6 registrations total).

\*TSAE will also provide a \$100 Southwest gift card to one lucky participant, but sponsor is encouraged to provide prizes for winner as well.

## Door Prize Sponsor

### \$2,500

Exclusive sponsor of door prizes (3) raffled at the conclusion of the event.

**SOLD!**

This sponsorship includes (1) Topgolf team of (6) during team play (6 registrations total).

\*Sponsor must provide prizes. Attendee must be present to win.





# Celebration Luncheon



Our annual TSAE Celebration Luncheon is a time to look back on a wonderful year, celebrate the season and enjoy a meal while we listen to local entertainment, participate in seasonally themed activity stations, and give back through a supply drive for a local charity.

TSAE Celebration Luncheon is a great way to end the year with one last chance to connect.



## Welcome Sponsor

\$5,500

01

The "Welcome" sponsor of the Celebration Luncheon includes the opportunity to receive hosting recognition for the event, give welcome remarks onstage (1-3 mins).



**SOLD!**

\*Typically, the sponsor provides the musical entertainment for this event as well. This sponsorship also includes opportunity to play sponsor video and (2) reserved luncheon tables (8 seats each).

## Activity Station with Table

\$3,000

02

Sponsorship of pre-luncheon social hour activity station. Examples of stations ideas include hot cocoa station, ornament creation, shirt screen printing, photo booth, build a wreath station, etc.



\*TSAE to provide table and space, sponsor to provide activities, materials and/or giveaways). Sponsorship includes (1) reserved luncheon table for (8).

## Table Host Sponsor

\$1,800

03

Sponsorship includes (1) reserved luncheon table for (8) attendees.

Table sponsors will receive a (1) reserved sign

on table with sponsors logo.



## Activity Station Only

\$1,800

04

Sponsorship includes (1) activity station.

\*TSAE to provide table and space, sponsor to provide activities, materials

and/or giveaways.







# / BOD Meetings /

## TSAE BOARD OF DIRECTOR DINNER - THREE AVAILABLE SPRING, FALL AND WINTER - \$5,500

\*Price for board dinner in conjunction with New Ideas is \$6,000.

**SOLD!**



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 are all final decision makers at their associations.

This group of 20 dynamic professionals meets four times a year, including once at the New Ideas Annual Conference. Exclusive sponsor of one TSAE Board of Directors dinners can greet, meet, and speak (5-10 minutes) to Board of Directors and have (2) company representatives present at dinner.

\*TSAE to cover cost of dinner

## TSAE BOARD OF DIRECTOR RETREAT - \$7,500.00

**SOLD!**

Exclusive hosting sponsor will submit RFP as well as make cash sponsor payment. TSAE is seeking a partnership collaboration with a Host Destination Partner/Sponsor for our exclusive Board Retreat.

This is a two-day event and includes a small room block for 30 participants, priceless opportunity to highlight your venue to 20+ CEOs of Texas Associations and opportunity to participate in networking reception and dinner.

The exclusive host sponsor has the opportunity and option to wow with a happy hour, dinner and/or after dinner outing with the TSAE Board. This is a cash sponsorship and hosting opportunity which includes amazing promotional benefits and exposure to the TSAE board.

\*If you are interested in viewing the full RFP for the Board Retreat, please contact Ronika Nash, CEM at [ronika@tsae.org](mailto:ronika@tsae.org).





# eNewsletter Content

**TSAE**  
Better Together.

October Association Insights  
October 18, 2022

**MEMBERSHIP, MARKETING & COMMUNICATIONS CONFERENCE + EXPO**  
*The Secrets of Growth!*

PLUS  
Peer-to-Peer style discussions  
Chances to WIN prizes  
Ample time allotted to connect  
Earn 7 CAE hours!

**MMC CONFERENCE + EXPO | Nov 6-7**  
Membership, Marketing & Communications all have one thing in common, it takes every member of the organization to be on board in order to reach your growth potential. That means, you belong there!  
[Learn More and Register>](#)

**Get to Know Your TEXAS PARTNERS**  
**TSAE MEGA SOCIAL**

Join us for a MEGA Social with drinks and light bites as you catch up and connect with fellow members and meet new friends in the industry. Get to Know Your Texas CVBs while attending this Mega Event. [Learn More and Register>](#)

Sponsored by: Visit Austin, Visit Corpus Christi, Visit Dallas, Visit Fort Worth, Visit Galveston, Hilton, Visit San Antonio

**TSAE Learn@Lunch**  
Leading with INTENTIONALITY  
Tues. Nov 15th | 11:30 - 1:00 PM | TASB Offices  
Sponsored by: Visit GALVESTON

**Learn@Lunch | Nov 15**  
A quick and easy way to get education and network with little interruption to your workweek. Enjoy a delicious lunch, meet with your peers and learn about Leading with Intentionality from speaker JJ Coburn, CAE, Co-CEO, SAM... (Includes 1 CAE hour)  
[Learn More and Register>](#)

**Sponsored by: Visit LUBBOCK**

**UPCOMING EVENTS**

**OCTOBER 19**  
Webinar: Battle Burnout: Its OK to Say your Not OK (Virtual)  
[More info](#)

**OCTOBER 20**  
Corner Office Conversations (Virtual)  
[More info](#)

**FIRST & THIRD FRIDAYS**  
TSAE Toastmasters (Online)  
[More info](#)

**OCTOBER 25**  
Webinar: Differentiation Strategy: Winning Members by Being Different (Virtual)  
[More info](#)

**NOVEMBER 2**  
Meet Your Texas CVBs Mega Social  
[More info](#)

**NOVEMBER 20**  
Corner Office Conversations (Virtual)  
[More info](#)

**NOVEMBER 6-7**  
Membership Marketing & Communications Conference + Expo  
[More info](#)

**NOVEMBER 15**  
Learn@Lunch (TASB)  
[More info](#)

**OCTOBER 25**  
Webinar: Differentiation Strategy: Winning Members

## MONTHLY ASSOCIATION INSIGHTS EMAIL SPONSOR \$1,250-\$6,000

**SOLD!**

Each month, TSAE sends an eNewsletter to our full membership filled with the latest TSAE News and Updates. A compilation of quick and succinct messages on member opportunities, industry trends and insights, as well as TSAE event information and education opportunities.

Sponsorship of an exclusive Association Insights Monthly eNewsletter provides the opportunity to share quick, fun, and informative facts about your organization and to connect in a customized and targeted 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.

Example:

### 5 Ways to Entertain Conference Attendees in Lubbock, Texas

Visit **LUBBOCK**

Choose a host city where hyper-local activities come to life for your attendees.

[Learn More>](#)

## TSAE NEWSLETTER NUMBERS

REACH: ABOUT 900

45% OPEN RATE

20% CLICK THROUGH RATE

# TSAE Socials

## TSAE SOCIAL



Social Happy Hour Sponsor  
\$5,250

**SOLD!**

TSAE Socials are a wonderful opportunity for all TSAE members and prospective members (both association professional and affiliates) to connect in a casual and social setting.

TSAE Socials are 2 Hours in length.

**The exclusive sponsorship of one TSAE Social includes the opportunity to give welcome remarks to members, door prizes and/or promo items. Sponsorship includes logo recognition as host sponsor of event on promotions and event signage.**

\*Sponsor to provide any giveaway items;  
TSAE to provide (1) beverage ticket per person and hors d'oeuvres.





# TSAE Podcast

**New This Year!** TSAE is launching a monthly podcast for association professionals and stakeholders with industry-specific topics, updates and resources for the TSAE membership and beyond. Episodes will include interviews, discussions and more from all of your favorite TSAE insiders.

## MONTHLY PODCAST EPISODE SPONSOR - \$1,000

The TSAE Podcast is your opportunity to be a part of something from the very start. This monthly podcast series will begin February of 2023 with an initial run of 12 episodes airing once per month.

Co-hosted by TSAE Executive Director, Steven Stout, FASAE, CAE and Marketing & Communications Director, Katy Markert; the podcast will feature association industry related topics and discussion-style interviews with TSAE members and stakeholders.

Sponsorship will include a 20-30 second commercial either as an introduction to the podcast or midway through the episode.

Commercial recording and production is included.



# Association Supporter



## ASSOCIATION SUPPORTER SPONSOR \$2,500

TSAE understands what it takes to be an association professional. It's about having an ambitious spirit, a servant's heart and a drive to organize people toward a shared vision. But TSAE can't do it alone! TSAE is only as good as the support we receive.

Association Supporter Sponsorship gives other associations an opportunity to show support for not only TSAE, but for continuing education in our profession.

Sponsorship comes with recognition at each of TSAE's signature events, on social media, in the New Ideas Program and on TSAE's website.

# THANK YOU!

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