

2024 SPONSORSHIP OPPORTUNITIES

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



Welcome

Thank you for expressing your interest in becoming a partner or sponsor with the Texas Society of Association Executives (TSAE). TSAE is actively seeking partners who are enthusiastic about enhancing experiences and crafting memorable moments for their clients, customers, partners, and our esteemed members.

Are you trying to discover how you can maximize your return on investment at our events or increase your level of engagement within the association market? Are you prepared to take center stage, engaging in meaningful conversations with influential decision-makers and key players? Seize the opportunity to shine by becoming a TSAE Partner today. This is more than a marketing plan—it's about creating experiences and relationships that resonate long after the events conclude.

Our sponsorship packages are fully adaptable to suit your needs and aspirations, offering lasting benefits. I am committed to creating a sponsorship package tailored to align with your budget, your goals, and your vision. Among the array of sponsorship benefits are:

- Increased Brand Visibility and Positive Association
- Devoted Audience Engagement and Networking Opportunities
- Lead Generation
- Complimentary TSAE Memberships, offering exclusive access!

I am excited to explore potential partnership avenues with you and delve deeper into your organization, goals, and aspirations. Let's engage in a conversation about the exciting prospects that await through collaboration with TSAE.

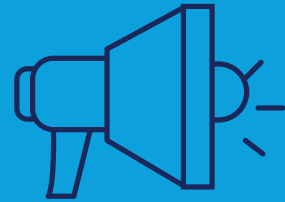
Ronika Nash, CEM
ronika@tsae.org
512.444.1974 ext. 105
www.tsae.org/sponsors

About TSAE

The Texas Society of Association Executives (TSAE) is a dynamic organization that plays a crucial role in bringing together association professionals to foster collaboration and promote professional development and excellence in leadership within the industry. With a focus on education, networking, and resource guides, TSAE creates a vibrant community for association executives, helping them navigate challenges and stay at the forefront of industry trends.

TSAE began in 1928 as the 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 help advance careers and organizations.



960

TSAE Members

230

Associations
Represented

181

CEOs/EDs

113

Meeting/Event
Planners

Annual Partners

Why should you be a TSAE Annual Partner?

TSAE is one of the leading Society of Association Executives in the country with nearly 1000 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.

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

Each Annual Partner level provides enhanced benefits and an opportunity 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!

LEVELS OF RECOGNITION

According to a minimum annual spend

TITANIUM
\$50,000 and above

DIAMOND
\$35,000

PLATINUM
\$25,000

GOLD
\$15,000

SILVER
\$10,000

BRONZE
\$7,500



TSAE Annual Partners Levels of Recognition	<i>Titanium</i>	<i>Diamond</i>	<i>Platinum</i>	<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>
Complimentary TSAE Annual Membership active through April 30, 2025	10 \$5,250 Value	6 \$3,150 Value	4 \$2,100 Value	2 \$1,050 Value	1 \$525 Value	
Complimentary Registration to TSAE's New Ideas Annual Conference (Sept 15-17)	6 \$4,170 Value	4 \$2,780 Value	2 \$1,390 Value	1 \$695 Value		
Complimentary Table Reserved at TSAE's Award Luncheon at New Ideas (Sept 16)	2 \$3,600 Value	1 \$1,800 Value	1 \$1,800 Value			
Complimentary Table Reserved at TSAE's Celebration Luncheon (Dec 5)	2 \$3,600 Value	2 \$3,600 Value	1 \$1,800 Value			
Company Logo Featured on the Homepage of TSAE.ORG	✓	✓	✓	✓		
Company Logo Featured on the Annual Partners Stand-Alone Page of TSAE.ORG	✓	✓	✓	✓	✓	✓
Recognition on Annual Partners Banner Present at all TSAE Events	✓	✓	✓	✓	✓	✓
Company Logo Featured on the Annual Partners Page of New Ideas Conference Program	✓	✓	✓	✓	✓	✓
Recognition on 4-Color, Full Page Annual Partner Ad in Association Leadership Magazine	✓	✓	✓	✓	✓	✓
Annual Partners Announced in One Issue of TSAE's Monthly Newsletter	✓	✓	✓	✓	✓	✓
Email Blast to TSAE Members Thanking Annual Partners	✓	✓	✓	✓	✓	✓
Preferred placement/recognition at all TSAE Events including exhibit booths, reserved tables, logo placements, 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

Association 101 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

\$8,000

01

CAE Study Courses are offered twice a year (9 session series in the spring and fall to prepare professionals for the CAE Exam.

Support the growth of rising decision-makers and receive recognition on all CAE promotions, opportunity to participate in weekly study group meetings and exclusive branding on the TSAE website.



CAE Study Course Individual Session

\$500 per session

02

Welcome some of our most ambitious members during one of their study sessions for the CAE Professional Designation examination. These individuals are in the middle of elevating their careers and you will have the opportunity to show your support.

A supportive welcome message before they hit the books can go a long way. Include logo item to remember you while they study for this important goal and they will not forget it.



National Webinars - 4 per year

\$3,000

03

TSAE 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 opportunity to attend and welcome attendees for their sponsored online seminar.



Association 101: 8-Part Series

\$7,500

04

Association 101 is an eight-part live online seminar series that provides new professionals in the association industry an understanding of the operation and functions of an association.

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

SOLD!



Learn@Lunch Host
\$1,500
eight per year

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.

*If you are interested in submitting an RFP or a bid for a 2024 Learn@Lunch, please contact Strategic Partnerships Director, Ronika Nash, CEM at ronika@tsae.org



Planner's Power Lunch
\$3,500

Join an intimate collective of meeting planners within TSAE for a lunch geared towards all thing's events and meetings. This group will be kept small to enjoy lunch at a local Austin restaurant where the group can discuss their successes, questions, and pain points with their meetings and events initiatives. The sponsor will welcome the group before also participating in this intimate round table setting to hear straight from your current and potential customers some of the area's top of their minds so you can better meet their needs.



Accelerate TSAE
\$7,500
eight month program

Elevate your brand's presence by sponsoring Accelerate, an exclusive eight-month experience tailored for NexGen Leaders in the association industry. As a sponsor, you'll align your company with the next generation of dynamic leaders, providing them with invaluable insights into leadership and management styles. This sponsorship includes brand visibility, networking opportunities, thought leadership and exclusive access to 15-20 participants. Programs and more.

Association Professional Development Grants and Scholarships \$2,500/each

Invest in the growth and success of association professionals by becoming a sponsor of our Professional Development Scholarship/Grant. This exclusive sponsorship opportunity allows you to support the continuous learning and advancement of dedicated individuals within the association management industry. This supports attendees who might not have the resources to attend otherwise.

Scholarships and grants will go towards: TSAE Memberships, Association Professional Conference Registrations, Mentorship Programs and more.

Sponsors will receive recognition on scholarship/grant materials, public recognition at TSAE events, and personalize engagement with scholarship/grant recipients.



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 13-14, 2024 | Frisco, Texas



Welcome Reception
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.

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



Lanyard Sponsor
\$4,500

SOLD!

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.



Welcome Gift Sponsor
\$3,000

SOLD!

Sponsor of welcome gifts to be handed out at the event registration desk to all registered attendees as they arrive.

Something they will use throughout the conference or a memorable item can make a great impact to an attendee.

*Sponsor to provide items, 100 total; Item must be approved by TSAE

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



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 and two (2) full conference registrations, including all meals, breaks, entertainment, and education sessions.



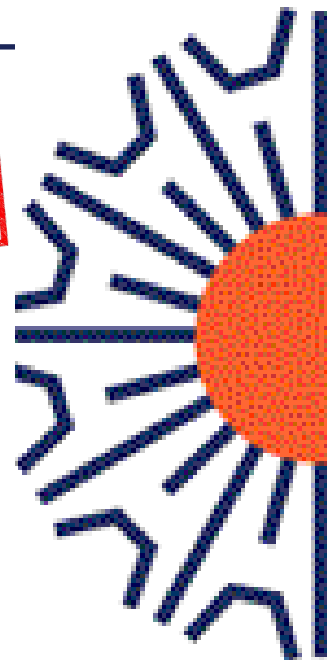
Women Empowerment Book Sponsor
\$3,500

SOLD!

Sponsorship of 100 signed copies of *Love Your Imposter: Be Your Best Self, Flaws and All*.

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.





Conference Dinner Sponsor

\$10,000

SOLD!

Provide a delicious dinner for attendees by being a sponsor of the official conference dinner. Logo signage at dinner service and opportunity to place pull-up banner or other type of small signage at dinner. The sponsorship includes (1) full registration and recognition throughout the conference.

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

Dinner Entertainment Sponsor

\$5,000

Sponsor of dinner entertainment. Entertainment activities may include a speaker, magician, musician, comedian, and more. Sponsors will receive logos on signage, pre-event marketing and recognition throughout the conference. This sponsorship includes (1) full registration.

*TSAE will provide entertainment.



Breakfast Sponsor

\$5,000

SOLD!

Exclusive sponsorship of the conference breakfast. 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 the conference.

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



Snack Break Sponsor

\$4,000

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 the cost of branded napkins or cups and snacks.



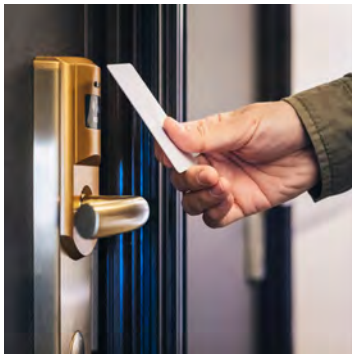
Coffee Break Sponsor

\$3,500

SOLD!

Let's face it, during a long work day, 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.



Room Key Card Sponsor \$2,500

Sponsor of branded hotel room key cards let this 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.

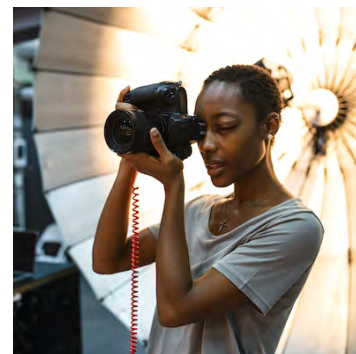
*Sponsor to cover the cost of keys and delivery to property. TSAE to approve artwork.



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.



Headshot Sponsor \$5,000

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

*TSAE will cover cost of photographer.



Transportation Sponsor \$10,000

Provide transportation for Women's Summit attendees from Austin to Frisco in a stylish tour bus!



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 4-5, 2024

Fort Worth, Texas



CEO FORUM SUPPORTING SPONSOR ~~\$3,500~~

SOLD!

Unlock unparalleled exposure and engagement by becoming a sponsor of the prestigious TSAE CEO Forum. This exclusive opportunity allows your company to position itself as a leader in the association management field while connecting with top-level executives, decision-makers, and thought leaders.

By sponsoring the TSAE CEO Forum, you align your brand with excellence, innovation, and high-level industry dialogue. Seize this opportunity to gain unparalleled visibility, connect with Association CEOs/Executive Directors, and demonstrate your commitment to advancing the association management community. Sponsorship includes the opportunity to introduce oneself and your company, participate in carefully curated discussions, introduce a speaker/presentation, and network with Association CEOs. (1) full conference registration including all meals, breaks, entertainment, and education is included.

*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.



Conference Breakfast Sponsor \$8,000

Exclusive sponsor of one 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.



Conference Break Sponsor | *two available* \$5,000

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 sponsored break and a branded item, such as beverage napkins or cups.

*TSAE will cover the cost of branded items.



Education Sponsor \$7,500

Sponsor of (1) dedicated breakout. Sponsor may serve as moderator or MC of the session to introduce each speaker. Sponsor may be giveaways to be placed on tables. The sponsorship includes (1) full conference registration and recognition throughout the conference.

TSAE Open



TSAE Open is our annual networking event where we take over Topgolf for a fun afternoon of great food, refreshments, prizes and some friendly competition!

April 17, 2024 | TopGolf Austin

Welcome Sponsor

\$5,000

SOLD!

Official "Welcome" sponsor of the TSAE Open which includes the opportunity to have 1-2 representatives assist with registration and welcome attendees with TSAE staff as they arrive. This sponsorship includes (1) Topgolf team of (6) during team play (6 registrations total).

*TSAE will provide food and branding, but price limitations exist.



Beverage Cart Sponsor

\$6,000

SOLD!

The beverage sponsor of the TSAE 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).

*TSAE to provide branded beverage cups, napkins, and drink tickets, but price limit exists.



Lunch Sponsor

\$8,000

Elevate the TSAE Open experience and make your mark as the Lunch Sponsor at our exciting Topgolf event. As the exclusive sponsor, you will bring a delicious touch to the event, creating a memorable dining experience for all participants. During an exhilarating round of golf and friendly competition, attendees will gather for a satisfying lunch that will leave a lasting impression. This sponsorship includes sponsor branded serving utensils, branded beverage napkins and signage on each lunch table. This sponsorship includes (1) Topgolf team of (6) during team play (6 registrations total).

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



Caddyshack Giftbag Sponsor

\$4,000

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

SOLD!

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

*Sponsor to provide branded bags and items.



'Beat The Pro' Sponsor

\$4,000

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.

SOLD!

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

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

Team Sponsor

\$1,800

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

Door Prize Sponsor

\$2,500

Exclusive sponsor of door prizes (3) raffled at the conclusion of the event. This sponsorship includes (1) Topgolf team of (6) during team play (6 registrations total).

SOLD!

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

Golf Award Sponsor

\$2,500

Exclusive sponsor of award prizes (3) announced at the conclusion of the event. Sponsor will provide awards for: Best Team Score, Best Individual Score, Worst Individual Score and more!

SOLD!

New Ideas

An association professional can't afford to miss our signature event, the TSAE New Ideas Annual Conference. New Ideas brings together industry 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.

TSAE'S ANNUAL CONFERENCE

September 15-17, 2024

The Woodlands, Texas



Conference Activations

*Limited Number Available

\$10,000

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 2024-2025 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
- Inspiration Wall
- Executive Lounge
For C-Suite Attendees Only



Experience Hall Activations \$7,500

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

The sponsorship includes (1) half page ad in the program booklet, (1) complimentary 2024-2025 TSAE membership, (2) full conference registrations and recognition throughout the conference.

Examples Include: Maker Space Area , Screen Printing, Caricature Drawing, Hair and/or Makeup Touch-Up, Candyland Sweet Stop Snacks, Relax & Recharge



Experience Hall Thought Leader Exhibitor \$4,000

Stand out with this sponsorship opportunity!

SOLD!

Thought Leaders will have the opportunity to give a highlighted presentation presented to interested participants in the Experience Hall. 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



Experience Hall Exhibitor \$2,000

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

SOLD!

Exhibitor is responsible for providing all give-away items and/or printed materials.

New Ideas



Welcome Reception Sponsor \$10,000

Be 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 2024-2025 TSAE membership, and recognition throughout conference.

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



9:01 PM After Party Sponsor \$10,000

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 page ad in the program booklet and (2) full conference registrations including all meals, breaks, entertainment, education, (2) after-party tickets and branding throughout the event and (2) complimentary 2024-2025 TSAE memberships.

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



Newbie Engagement Sponsor \$8,500

The exclusive sponsor of the New Member Engagement program is a yearly sponsorship that includes participation in the New Member Orientation 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 2024-2025 TSAE membership, and premier recognition throughout the conference.

SOLD!

New Ideas



Keynote Sponsor (3 Available)
\$10,000

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 2024-2025 TSAE membership, and premier recognition throughout the conference.

SOLD!



Deep Dive Education Sponsor
\$5,500

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 2024-2025 TSAE membership, and recognition throughout conference.

SOLD!



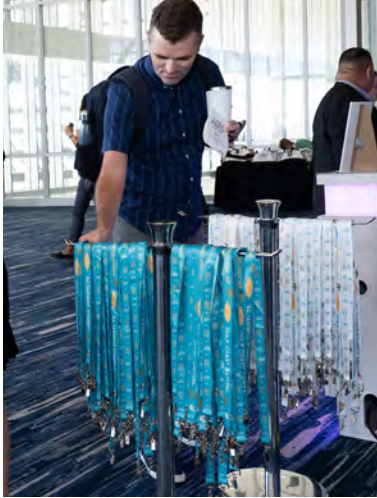
Awards Luncheon Sponsor
\$10,000

The exclusive sponsor of the 2024 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 2024-2025 TSAE membership, and premier recognition throughout the conference.

SOLD!

New Ideas



Lanyard Sponsor

\$7,500

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 2024-2025 TSAE membership, and recognition throughout conference.

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



Conference Breakfast Sponsor

\$7,000

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.



CAE Breakfast Sponsor

\$5,000

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) half-page ad in the conference program, (1) full conference registration and recognition throughout conference.

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

New Ideas



Snack Break Sponsor \$6,000

Sponsor of (1) snack break during conference. Sponsor receives onsite recognition and branded signage at break. The sponsorship includes (1) full conference registration and recognition throughout the conference.

*Sponsor to provide branded beverage napkins or cups.



Beverage Break Sponsor \$5,000

Sponsor of (1) beverage break during conference. Sponsor receives onsite recognition and branded signage at break. The sponsorship includes (1) full conference registration and recognition throughout the conference.

*Sponsor to provide branded beverage napkins or coffee sleeves.



Wi-Fi Sponsor \$5,500

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 2024-2025 TSAE membership, and recognition throughout conference.

*Subject to availability and customization limitations

New Ideas



Conference Bag Sponsor

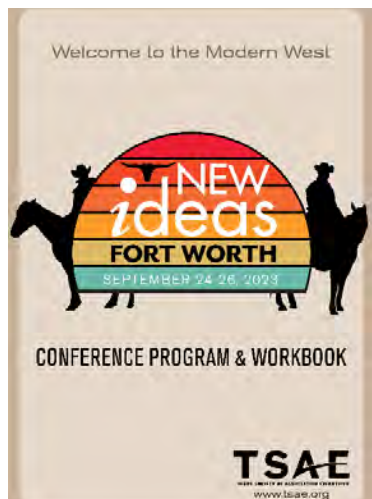
\$5,000

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.



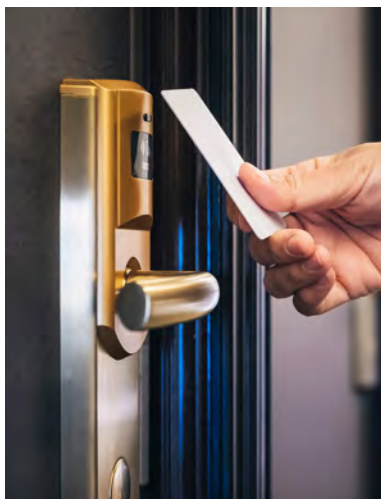
Conference Program Sponsor

\$5,000

SOLD!

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

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



Room Key Card Sponsor

\$2,500

SOLD!

Exclusive sponsor of branded hotel room key cards lets the 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



Hydration Sponsor
\$5,000

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.



Photo Booth Experience
\$4,000

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.

Room Drop Sponsor
\$1,500

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.

New Ideas



Community Engagement Pavilion \$10,000

Set up a pavilion dedicated to community engagement and corporate social responsibility. Sponsors can host activities like volunteer projects or sustainability initiatives, promoting their commitment to social impact.

The sponsorship includes (1) full-page ad in the conference program, (2) full conference registrations, (2) complimentary 2024-2025 TSAE membership, and recognition throughout conference.



MMC Education Sponsor \$7,500

Sponsor of the Membership, Marketing and Communications Track at New Ideas. The MMC Conference was merged with New Ideas in 2023. This sponsorship includes sponsors logo on MMC track sessions, including the onsite program booklet, signage at each session and a logo on the walk-in PowerPoint slide, (1) half-page ad in the conference program, (2) full conference registrations, (1) complimentary 2024-2025 TSAE membership, and premier recognition throughout the conference.



Scavenger Hunt/Contest Sponsor \$3,500

Sponsor of the official 2024 Attendee Scavenger Hunt. Sponsors logo included on scavenger hunt card. TSAE to create customized scavenger hunt. Sponsors will have a table in the lobby to answer any questions/check off any scavenger hunt "to-dos", that includes interactions with sponsor, staff, and others throughout the conference. Sponsor will provide grand prize for winner of contest. The sponsorship includes (1) full registration and recognition throughout the conference.

New Ideas



Complimentary Headshots Sponsor \$5,000

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

*TSAE will cover cost of photographer.



Post Excursion Refresher Sponsor \$2,500

Sponsor will provide drink refreshments for attendees in the main lobby of the hotel after excursions on Monday afternoon. Sponsor representatives may greet guests on their way back in following excursions. Sponsor will be responsible for the cost of beverages. The sponsorship includes (1) full registration and recognition throughout the conference.

*TSAE will provide branded signage and branded beverage napkins.



Night-Cap Sponsor \$2,500

Elevate the evening experience and put the finishing touch on a day of inspiration by becoming the Night-Cap Sponsor at the TSAE New Ideas Event. Your brand will be synonymous with relaxation, networking, and unwinding. After a day filled with innovative insights, dynamic discussions, and fellowship, attendees will have a final night-cap with connection and camaraderie.

*The sponsor will provide drink refreshments for attendees in the main lobby of the hotel after the opening and after parties on Sunday night. Sponsor representatives may greet guests on their way back in. The sponsor will be responsible for the coordination and the cost of food and beverages (some examples are milk & cookies, mixed nuts & water, etc.) TSAE will provide branded signage and branded beverage napkins.



Charging Station Sponsor \$3,000

Sponsor of charging station to be placed at dedicated space. Sponsor will receive recognition on signage and in the program booklet. The sponsorship includes (1) full registration and recognition throughout the conference.



Mobile App Banner Sponsor \$1,000

Sponsor of (1) banner ad in TSAE's Official Conference Mobile App. Banner will run throughout the duration of the conference.

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



Wellness Morning Sponsor \$3,500

Sponsor will be active and host a "wellness walk" on the Monday morning of conference. Sponsors may provide branded towels, water bottles, etc. for attendees. The sponsorship includes (1) full registration and recognition throughout the conference.

*TSAE will provide branded signage.

Breakout Room Host \$5,000

Sponsor of (1) dedicated breakout room. Sponsored room will have unique furnishings and branded signage inside the room. Sponsor may serve as moderator of the session to introduce each speaker. Sponsor may provide giveaways to be placed on tables for each session within the room.

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



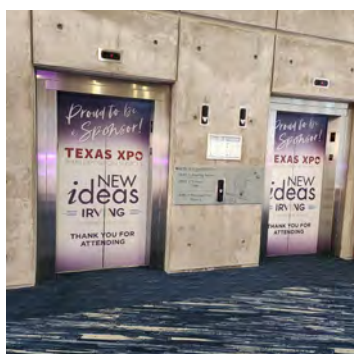


Event Directionals

\$5,000

Have your company logo and brand on signage throughout the conference. Event Directional sponsors will have premium visibility as these directionals help guide attendees throughout the event space.

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



Elevator/Escalator/Stairs
Cling Sponsor
\$3,500

Sponsorship of elevator/escalator/stair clings with logo/artwork sponsor branding extends brand recognition throughout conference. The sponsorship includes (1) full registration and recognition throughout the conference.

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



Conference Supporter
Sponsor
\$2,500

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

Sponsorship includes logos on signage, in onsite program booklet and on TSAE's website.



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

Sponsor of (1) item in conference official swag bag.

*Sponsor to provide items, 350 total; Item must be approved by TSAE.

TSAE Socials

Social Happy Hour Sponsor \$5,500

TSAE Socials are a wonderful opportunity for association members and professionals (both association and 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

SOCIAL



TSAE Mega Social \$1,250

Join us for an unforgettable evening of networking, collaboration, and celebration at the TSAE Mega Social. This dynamic happy hour event is a unique platform that brings together the Texas Convention and Visitors Bureaus (CVBs) and Association Service Providers for an evening of connections and synergies with Association Executives. This Mega Social is your chance to foster relationships, exchange ideas, and share how Texas CVBs and Association Service Providers can collaborate to create exceptional events that leave lasting impressions. Join us in celebrating the power of partnerships and unlocking new possibilities for the association management industry.

Sponsors will receive premium recognition in pre-event marketing, onsite signage, and (1) reserved table and/or area.



TSAE Podcast

TSAE hosts 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 SPONSOR \$1,000 PER EPISODE

The TSAE Podcast is your opportunity to be a part of TSAE's latest addition to our programming - Better By Association, an original podcast produced by the Texas Society of Association Executives.

Amplify your brand's reach and connect with association professionals through the TSAE Podcast Commercial Sponsorship. This exclusive opportunity allows your company to feature a targeted commercial during our engaging podcast episodes, reaching a dedicated audience of industry leaders and decision-makers. This sponsorship includes (1) 30-45 second commercials during a recorded TSAE podcast episode. Sponsor may provide audio clips OR sponsor may provide script for podcast host to read.

Sponsorship will include a 20-30 second commercial midway through the episode. Commercial recording and production is included.

SEASON ONE STATS
OVER 1500 DOWNLOADS
— | AVG. 136 PER EPISODE
AVG. CONSUMPTION: 75%
PODCAST FOLLOWERS: 65

MONTHLY NEWSLETTER SPONSOR \$1,250-\$6,000

Each month, TSAE sends an email to over 960 TSAE member 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.

Board of Directors 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.



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

BOARD HOST SPONSORSHIP \$1,500

Get in front of TSAE's 18-person Board of Directors by playing host at one of their quarterly meetings. Get a chance to meet the members of TSAE Board of Directors along with the opportunity to do a 3-5-minute presentation on your organization's services or products.

You also have the opportunity to give out branded items for the group and have branded napkins throughout their meetings.



TSAE BOARD OF DIRECTOR RETREAT

\$7,500

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.



TSAE SPRING BOARD MEETING RECEPTION

\$5,000

The TSAE Spring-Board Meeting Reception is a networking event that brings together professionals from the Texas Society of Association Executives (TSAE). As a sponsor, your brand will be prominently featured, showcasing your commitment to supporting the association community while gaining visibility among key influencers in the field.

Join us for an evening of meaningful connections with the TSAE 18-person Board of Directors.

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).



*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.

Additional Opportunities

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

We serve association professionals and our affiliate community by creating strong connections – to peers, information, resources, inspiration, and innovation – that advance them and their organizations. We bring together a welcoming community of high-achieving individuals who bring out the best in each other at all levels of their career, because we are BETTER TOGETHER!

ASSOCIATION SUPPORTER

\$2,500

Support TSAE's mission and TSAE's membership through this generous sponsorship. Sponsorship includes logos on signage, in the New Ideas program, and on TSAE's website.

DIGITAL SPONSOR

\$1,000

Sponsorship includes the company logo on a dedicated TSAE webpage and a link to sponsor website.

ASSOCIATION LEADERSHIP MAGAZINE

PRINTED DIRECTORY

WEBSITE AD

ONLINE BUYER'S GUIDE AD

SPONSORED EMAIL BLASTS

Naylor, LLC manages advertising sales for our Association Leadership magazine (published bi-monthly in both print and digital editions), annual printed Membership Directory, the TSAE website, and listings in our Online Buyers Guide.

For more information on advertising, contact ronika@tsae.org or visit www.officialmediaguide.com/tse/.

Ronika Nash, CEM
ronika@tsae.org
512.444.1974 ext.105

2024 TSAE - COMMITMENT FORM



SPONSOR/SUPPORTER 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 _____

Email Address _____ Telephone # _____

To officially secure sponsorship, please return completed form to Ronika Nash via email to ronika@tsae.org.

PLEASE CHECK ALL THAT APPLY:

Education Offerings:

- | | |
|--|---|
| <input type="checkbox"/> 2024 Virtual CAE Study Course Sponsor - \$8,000 | <input type="checkbox"/> Association 101 Series Sponsor - \$7,500 |
| <input type="checkbox"/> CAE Individual Session - \$500 | <input type="checkbox"/> Association Professional Development Grants and Scholarships - \$2,500 |
| <input type="checkbox"/> National Webinars - \$3,000 | <input type="checkbox"/> Planner's Power Lunch - \$3,500 |
| <input type="checkbox"/> Learn@Lunch Host Sponsor - \$1,500 | <input type="checkbox"/> Accelerate TSAE - \$7,500 |

Women's Summit (February 13-14, 2024, Frisco, TX):

- | | |
|---|---|
| <input type="checkbox"/> Women's Summit Host Sponsor - \$15,000 | <input type="checkbox"/> Snack Break Sponsor - \$4,000 |
| <input type="checkbox"/> Women's Education Sponsor - \$5,500 | <input type="checkbox"/> Women's Empowerment Book Sponsor - \$3,500 |
| <input type="checkbox"/> Lanyard Sponsor - \$4,500 | <input type="checkbox"/> Room Key Sponsor - \$2,500 |
| <input type="checkbox"/> Conference Dinner Sponsor - \$10,000 | <input type="checkbox"/> Room Drop Sponsor - \$2,000 |
| <input type="checkbox"/> Dinner Entertainment Sponsor - \$5,000 | <input type="checkbox"/> Welcome Gift Sponsor - \$3,000 |
| <input type="checkbox"/> Welcome Reception Sponsor - \$5,000 | <input type="checkbox"/> Headshot Sponsor - \$5,000 |
| <input type="checkbox"/> Conference Breakfast Sponsor - \$5,000 | <input type="checkbox"/> Transportation Sponsor - \$10,000 |
| <input type="checkbox"/> Coffee Break Sponsor - \$3,500 | |

CEO Forum (March 4-5, 2024, Fort Worth, TX):

CEO Forum Supporting Sponsor - \$3,500

Conference Breakfast Sponsor - \$5,000

Conference Break Sponsor - \$3,500

Education Sponsor - \$7,500

TSAE Open at Topgolf (April 17, 2024, Austin, TX)

- | | |
|---|--|
| <input type="checkbox"/> Beverage Cart Sponsor - \$6,000 | <input type="checkbox"/> Beat the Pro Game Sponsor - \$4,000 |
| <input type="checkbox"/> Lunch Sponsor - \$8,000 | <input type="checkbox"/> Door Prize Sponsor - \$2,500 |
| <input type="checkbox"/> Welcome Sponsor - \$5,000 | <input type="checkbox"/> Golf Awards Sponsor - \$2,500 |
| <input type="checkbox"/> Caddyshack Bag Sponsor - \$4,000 | <input type="checkbox"/> Team Sponsor - \$1,800 |

New Ideas Annual Conference (September 14-17, 2024, The Woodlands, TX):

- | | |
|--|--|
| <input type="checkbox"/> Custom Activation - \$10,000 or _____ | <input type="checkbox"/> Elevator/Escalator Cling Sponsor - \$3,500 |
| <input type="checkbox"/> Experience Hall Activation - \$7,500 or _____ | <input type="checkbox"/> Room Drop Sponsor - \$1,500 |
| <input type="checkbox"/> 9:01 Afterparty Sponsor - \$10,000 | <input type="checkbox"/> Beverage Break Sponsor - \$5,000 |
| <input type="checkbox"/> Thought Leader Exhibitor - \$4,000 | <input type="checkbox"/> Snack Break Sponsor – \$6,000 |
| <input type="checkbox"/> Exhibitor - \$2,000 | <input type="checkbox"/> Headshot Sponsor - \$5,000 |
| <input type="checkbox"/> Keynote Sponsor - \$10,000 | <input type="checkbox"/> Charging Station Sponsor - \$3,000 |
| <input type="checkbox"/> Awards Luncheon Sponsor - \$10,000 | <input type="checkbox"/> Mobile-App Banner Sponsor - \$1,000 |
| <input type="checkbox"/> Newbie Engagement Sponsor - \$8,500 | <input type="checkbox"/> Breakout Session Room Host - \$5,000 |
| <input type="checkbox"/> Deep Dive Education Sponsor - \$5,500 | <input type="checkbox"/> Event Directionals - \$5,000 |
| <input type="checkbox"/> Wi-Fi Sponsor - \$5,500 | <input type="checkbox"/> Community Engagement Area - \$10,000 |
| <input type="checkbox"/> Lanyard Sponsor - \$7,500 | <input type="checkbox"/> MMC Education Sponsor – \$7,500 |
| <input type="checkbox"/> Welcome Reception Sponsor - \$10,000 | <input type="checkbox"/> Scavenger Hunt/Contest Sponsor - \$3,500 |
| <input type="checkbox"/> Hydration Sponsor - \$ 5,000 | <input type="checkbox"/> Post Excursion Refreshers Sponsor - \$2,500 |
| <input type="checkbox"/> Photo Booth Experience Sponsor - \$4,000 | <input type="checkbox"/> Wellness Morning Sponsor - \$3,500 |
| <input type="checkbox"/> Conference Program Sponsor - \$5,000 | <input type="checkbox"/> Night Cap Sponsor - \$2,500 |
| <input type="checkbox"/> Conference Bag Sponsor - \$5,000 | <input type="checkbox"/> Conference Bag Add-In Sponsor - \$2,500 |
| <input type="checkbox"/> Conference Breakfast Sponsor - \$7,000 | <input type="checkbox"/> Conference Supporter - \$2,500 or _____ |
| <input type="checkbox"/> CAE Breakfast Sponsor - \$5,000 | |
| <input type="checkbox"/> Room Keycard Sponsor - \$2,500 | |

TSAE Social Networking Events:

- | | |
|---|---|
| <input type="checkbox"/> TSAE Social Happy Hour - \$5,500 | <input type="checkbox"/> TSAE Mega Social - \$1,250 |
|---|---|

Board of Directors Meetings:

- | | |
|---|---|
| <input type="checkbox"/> TSAE Board of Directors Dinner, March - \$5,500 | <input type="checkbox"/> TSAE Board of Director Dinner at New Ideas - \$6,000 |
| <input type="checkbox"/> TSAE Board of Directors Dinner, June - \$5,500 | <input type="checkbox"/> Board Meeting Host Sponsor - \$1,500 |
| <input type="checkbox"/> TSAE Board of Directors Dinner, December - \$5,500 | <input type="checkbox"/> March Board Meeting Reception - \$5,000 |
| | <input type="checkbox"/> TSAE Summer Board Retreat - \$7,500 |

Celebration Luncheon (December 2024, Round Rock, TX):

- | | |
|--|--|
| <input type="checkbox"/> Welcome Sponsor - \$5,500 | <input type="checkbox"/> Table Host Sponsor - \$1,800 |
| <input type="checkbox"/> Activity Station with table - \$3,000 | <input type="checkbox"/> Activity Station Only - \$1,800 |

Content Opportunities:

- ☐ Monthly Association Insights Emails - \$1,250 - _____
- ☐ TSAE Podcast - \$1,000
- ☐ Digital Sponsor – \$1,000

Association Supporter Package:

- ☐ Association Supporter – 1 year - \$2,500
- ☐ Additional Donation - \$ _____

Summary of Selections \$_____ for 2024

Acknowledgement- I commit to the total listed above:

Name_____ Signature(s) _____ Date_____

An initial non-refundable deposit of \$500 is due upon signing the contract. Final payment for the remaining balance may be submitted via check or credit card and must be received no later than 30 days prior to the scheduled event date.

If paying by credit card: ☐ Mastercard ☐ Visa ☐ AmEx

Card number_____ Expiration date__CVC_____ 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)

Please note: All sponsorship payments are non-refundable in the event the sponsor cancels or is unable to attend.