



TSAE

TEXAS SOCIETY OF ASSOCIATION EXECUTIVES

2025 SPONSORSHIP PROSPECTUS



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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 is 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
Strategic Partnerships Director, TSAE
ronika@tsae.org
512.444.1974 ext. 105



Annual Partnerships

Levels of Recognition

*According to a minimum annual expenditure:

- **Titanium - \$50,000 & up**
- **Diamond - \$35,000**
- **Platinum - \$25,000**
- **Gold - \$15,000**
- **Silver - \$10,000**
- **Bronze - \$7,500**

Why should you be a TSAE Annual Partner?

TSAE is one of the leading Society of Association Executives in the country with over 1,000 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!

TSAE Annual Partners Levels of Recognition	Titanium \$50,000+	Diamond \$35,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$7,500
Complimentary TSAE Annual Membership active through April 30, 2026	7 \$5,250 Value	3 \$3,150 Value	3 \$2,100 Value	2 \$1,050 Value	1 \$525 Value	
Complimentary Registration to TSAE's New Ideas Annual Conference (Sept. 7-9)	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. 7-9)	2 \$3,600 Value	1 \$1,800 Value	1 \$1,800 Value			
Complimentary Table Reserved at TSAE's Celebration Luncheon (Dec. 6)	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 the New Ideas Conference Program	☑	☑	☑	☑	☑	☑
Recognition on 4-Color, Full Page Annual Partner Ad in Association Leadership Magazine	☑	☑	☑	☑	☑	☑
Annual Partners Announcement 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



2025 Virtual CAE Study Course **\$8,000** *One available per year*

TSAE offers a CAE Study Course twice a year (8 sessions in both spring and fall) to help association professionals and affiliates gain industry knowledge and prepare for the Certified Association Executive professional designation exam.

The exclusive sponsor of this study group gets the unique opportunity to support the growth of rising decision makers in the Texas Association market and gets exclusive access to these CAE hopefuls, as well as experienced CAE facilitators, at each session.

Sponsors receive recognition on all CAE Study Course promotions, the opportunity to participate in all study group meetings, exclusive branding on the TSAE website and more!

CAE Study Group Individual Session - \$500 *16 available per year*

Welcome some of our most ambitious members as they start one of their study courses for the Certified Association Executive (CAE) Professional Designation examination. These individuals are in the middle of elevating their careers and you will have the opportunity to show your support. Welcome study group participants with a welcome message before they hit the books and provide a logo item, they can remember you while they study for this important goal in their careers.

National Webinars **\$2,000** *Four available per year*

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 recognition as well as the opportunity to attend and welcome attendees for their sponsored online seminar. Sponsors receive recognition on sponsored webinar promotions, the opportunity to welcome and host webinar participants and

receive sponsors logo on webinar materials, including the TSAE website.

Learn@Lunch Host Sponsor **\$1,500** *Eight available 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.

Sponsors will receive recognition on all event promotions and on site signage. The sponsor will have the opportunity to welcome participants and provide lunch. Providing lunch for attendees is encouraged but optional.

**If you are interested in submitting an RFP or a bid for a 2025 Learn@Lunch, please contact Strategic Partnerships Director, Ronika Nash, CEM at ronika@tsae.org*

Association Professional Development Grants and Scholarships - \$2,500

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.

Planner Power Lunch Austin **\$5,000** *One available per year*

Join a small 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 minds, so you can better meet their needs.

Aspiring Leaders Luncheon **\$5,000**

This sponsorship targets young professionals OR fresh faces in the industry who are interested in advancing their careers, offering exposure during a networking luncheon tailored to their needs. Sponsors may gain access to a valuable demographic and receive recognition in event materials.

Accelerate TSAE - \$7,500

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 will 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.

Book Club - \$1,000

Sponsorship of the Book Club offers exposure to avid readers within the organization. Sponsors may have their logo featured in promotional materials, and the opportunity to recommend books or provide copies for discussion.

Research Partner - \$5,000

Sponsoring the TSAE Research program allows organizations to align themselves with TSAE's research initiatives, gaining recognition as supporters of industry insights and knowledge dissemination. Sponsors may receive visibility in research publications and presentations.

TSAE WOMEN'S SUMMIT

Allen, TX | 2025

Join Us There!

Marriott Dallas Allen Hotel
& Convention Center

FEBRUARY 11-12, 2025

*Event
Schedule:*



Tuesday, February 11

1:00 PM	Registration/Check-In Opens
2:00 - 3:00 PM	Opening Session
3:30 - 4:30 PM	Session II
4:30 - 6:00 PM	Visit Allen Reception
6:00 PM	Dinner

Wednesday, February 12

7:30 - 8:00 AM	Breakfast
8:00 - 9:00 AM	Session III
9:15 - 10:45 AM	Session IV
11:00 - 12:00 PM	Closing Session

Get inspired, network, and continue
to strengthen women as leaders



TSAE
WOMEN'S SUMMIT

Women's Summit



TS&A

WOMEN'S SUMMIT



February 11-12, 2025



Marriott Dallas Allen Hotel & Convention Center

**777 Watters Creek Boulevard
Allen, TX 75013**

The TS&A Women's Summit brings together association industry professionals to connect, inspire, and strengthen the support of women as leaders.

Women's Summit Host Sponsor **\$15,000**

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 TS&A 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 at ronika@tsae.org*

Women's Education Sponsor **\$5,500**

Be a champion of Women's Education and sponsor one of our Women's Summit education sessions. This sponsorship includes the opportunity to introduce speaker (and self); and (2) full conference registrations, including all meals, breaks, entertainment, and education sessions.

Lanyard Sponsor **\$5,000**

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. *TS&A will cover the cost of the branded items, but price limits exist.

Conference Dinner Sponsor **\$10,000** *Two available*

Provide a delicious dinner for attendees by being a sponsor of the official conference dinner. Logo signage and branded napkins and centerpieces 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.

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

Dinner Entertainment Sponsor **\$3,000**

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.

**Sponsor to provide entertainment, or activity.*

Welcome Reception Sponsor **\$5,000**

Welcome attendees to the 2025 Women's Summit Conference with this sponsorship that includes refreshments during arrival 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. *TS&A will cover the cost of food and beverage items, but price limits exist.

Conference Breakfast Sponsor - **\$6,000**

Exclusive sponsor of one 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.

**TS&A will cover the cost of branded items, but price limit exists.*

Coffee Break Sponsor **\$3,500**

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.

**TS&A will cover the cost of branded napkins or coffee sleeves and beverages.*

Women's Summit

Snack Break Sponsor \$4,000

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.*

Women's Empowerment Book Sponsor \$4,000

Sponsorship of 100 copies of a book that is of TSAE and the Sponsors choosing. The first 100 attendees will receive a copy. This sponsorship includes (1) full conference registration, including all meals, breaks, entertainment, and education sessions.

**TSAE to cover the 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.*

Room Drop Sponsor \$2,500

Sponsorship of one (1) room drop during the conference which gives the sponsor the opportunity to highlight your brand and creativity by providing a unique item or items 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 for the cost of delivery to hotel and room drop fee. All room 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.*

Welcome Gift Sponsor \$3,000

Sponsor of welcome gifts to be handed out at registration to all registered attendees.

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

Headshot Sponsor \$6,000

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

**TSAE will cover the cost of photographer.*

Transportation Sponsor \$10,000

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

Positive Affirmations Station Sponsor \$3,000

A sanctuary of inspiration and self-love amidst the event's energy. This unique sponsorship opportunity allows your brand to be directly associated with a space dedicated to fostering positive thinking and personal growth.

At the Positive Affirmations Station, attendees will encounter a beautifully curated environment designed to offer encouragement and motivation. Here, they can engage with uplifting messages, participate in interactive affirmation activities, and connect with others through shared experiences of empowerment.



Restroom Refreshments Sponsor \$5,000

Elevate the attendee experience and make a lasting impression by sponsoring the Restroom Refreshments at the Women's Summit. This thoughtful sponsorship opportunity allows your brand to stand out by providing a touch of comfort and convenience in a space that guests visit frequently. Examples include Mouthwash, Gum, Perfume, Hand Lotions, hand sanitizer, make-up remover, travel size tissues, personal care products, etc.



2025 TSAE CEO FORUM

Developed by CEOs for CEOs.

March 24 & 25 | Georgetown, TX

Join us there!

- ✓ *Highly Engaging Programming*
- ✓ *Focus on Successful Strategies*
- ✓ *Space to Learn from Other CEOs*

Sheraton Austin Georgetown
Hotel & Conference Center



CEO Strategies Exclusively Sponsored by:



CEO Forum



March 24-25, 2025



Sheraton Austin Georgetown
1101 Woodlawn Ave
Georgetown, TX 78628



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.

CEO Forum Supporting Sponsor - \$3,500

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 - \$6,000

Exclusive sponsor of one 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.*

Break Sponsor \$5,000 Two available

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

One dedicated breakout.

The 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.



Annual Conference



September 7-9, 2025



Henry B Gonzales Convention Center

**900 E Market Street
San Antonio, TX**

NEW ideas

New Ideas is an authentic, engaging, thought-provoking, and community-building experience that supports the power of the association community and shapes a better future for the industries we serve.

Custom Activation Station Starting at \$10,000

Limited number of stations available

Make a big splash and show off at New Ideas by sponsoring an activation station. Activation stations allow 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, and (2) full conference registrations.

Price may increase depending on requests.

**Activations are completely customizable. Contact Strategic Partnerships Director, Ronika Nash, CEM to create your own activation today!*

Example Activations Include:

- **Wellness Hub**
- **TSAE Member Engagement Center**
- **Mosaic Photo Wall**
- **Inspiration Wall**
- **Executive Lounge – Exclusive for C-Suite Attendees**

Exhibitor \$2,000

This sponsorship includes (1) 6-foot exhibit table, (1) chair, and (1) full conference registration including all meals, breaks, entertainment, education, and branding throughout the event.

Experience Hall Activation Starting at \$7,500

Limited number of stations available

Join in the excitement of the New Ideas Experience Hall where imaginations take flight. The sponsorship includes (1) half page ad in the program booklet and (2) full conference registrations and recognition throughout the conference.

These activations require sponsors to provide activation supplies. Price may increase depending on requests.

Example Expo Activations Include:

- **Maker Space Area**
- **Hair/Makeup Touch-Up**
- **Candyland – Sweet Stop Snacks**
- **Coffee Bar**
- **Caricature Artist**
- **Relax & Recharge**

9:01 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.

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

Thought Leader \$4,000

Stand out with this sponsorship opportunity! 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, and (1) full conference registration including all meals, breaks, entertainment, education, and branding throughout the event.

**TSAE to approve speaker's topic selection.*

Keynote Sponsor \$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 on stage. The sponsorship includes (1) half page ad in the conference program, (2) full conference registrations, and premier recognition throughout the conference.

Awards Luncheon Sponsor \$10,000

The exclusive sponsor of the 2025 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 the opportunity to give a gift to all TSAE Award recipients. This sponsorship includes (1) full-page ad in the conference program, (2) full conference registrations, and premier recognition throughout the conference.



Wi-Fi Sponsor \$5,500

Sponsoring the conference Wi-Fi includes a branded landing page, network name customization, and signage. The sponsorship includes (1) half-page ad in the conference program, (1) full conference registration, and recognition throughout the conference.

**Subject to availability and customization limitations*

Lanyard Sponsor \$7,500

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

Welcome Reception Sponsor \$10,000

The Welcome Reception Sponsorship is an especially important sponsorship and the first face that attendees see as they are welcomed to New Ideas. The exclusive conference “Welcome” sponsor includes a display of snacks or beverages and the unique opportunity to welcome attendees as they arrive on site. The sponsorship includes (1) full-page ad in the conference program, (2) full conference registrations, and recognition throughout conference.

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

Hydration Sponsor \$5,000

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

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

Photo Booth Experience \$4,000

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 (1) full conference registration and recognition throughout conference.

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

Conference Program Sponsor \$5,000

Exclusive New Ideas conference program sponsor including logo and slogan placement on the conference program notepad pages with a full-page, back outside cover ad on the conference program. The sponsorship includes (1) quarter-page ad in the conference program, (1) full conference registration, and recognition throughout conference.

Conference Bag Sponsor \$5,000

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. The sponsor has the 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) quarter-page ad in the conference program, (1) full conference registration, and recognition throughout conference.

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

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 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 (1) half-page ad in the conference program, (2) full conference registrations, and premier recognition throughout the conference.

Deep Dive Education Sponsor \$5,500

The exclusive sponsor of the extended “Deep Dive” education session provides an intimate 3-hour education experience for 35-55 attendees to participate in a deep dive learning session geared towards association leadership. The sponsorship includes (1) half-page ad in the conference program, and (1) full conference registration.

Conference Breakfast Sponsor \$7,000

Exclusive sponsor of one of two conference breakfasts. Logo signage and branded napkins at breakfast services and the opportunity to place a 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 CAE Breakfast Sponsor \$5,000

Exclusive sponsorship of the Annual CAE breakfast at New Ideas (all CAE members are invited). Opportunity to set out signage or other types of small promotional display (during breakfast). The sponsorship also includes the sponsor's logo on signage at breakfast and in the New Ideas program booklet, the opportunity for company representatives to attend breakfast and welcome guests, (1) quarter-page ad in the conference program, (1) full conference registration, and recognition throughout the conference.

Room Key Card Sponsor \$2,500

Exclusive sponsor of branded hotel room key cards lets the sponsor place a logo branded message on room key cards used by attendees.

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

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

Sponsorship of elevator/escalator/stairs cling(s) 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 the cling.

Room Drop Sponsor \$1,500

Room Drop Sponsorship is one of the most popular and talked about sponsorships during the 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 350 for past in-person event; sponsor to provide items, pay for cost of delivery to hotel, and room drop fee.)

**All room drops at New Ideas 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.*

Beverage Break Sponsor \$5,000

Sponsor of (1) beverage break during conference. The sponsor receives onsite recognition and branded signage at break. The sponsorship includes (1) quarter-page ad in the conference program, (1) full conference registration, and recognition throughout the conference.

**Sponsor to provide branded beverage napkins or coffee sleeves.*

Snack Break Sponsor \$6,000

Sponsor of (1) snack break during conference. The sponsor receives onsite recognition and branded signage at break. The sponsorship includes (1) quarter-page ad in the conference program (1) full conference registration, and recognition throughout the conference.

**Sponsor to provide branded beverage napkins or cups.*

Complimentary Headshots Sponsor \$5,000

Sponsor of dedicated headshot space, offering complimentary photos at a designated time. The sponsorship includes (1) quarter-page ad in the conference program, (1) full conference registration, and recognition throughout conference.

**Sponsor to cover the costs of the photographer.*



Charging Station Sponsor \$3,000

Sponsor of charging station to be placed at dedicated space. The 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.

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

Breakout Room Host \$5,000

Sponsor of (1) dedicated breakout room. Sponsored rooms will have unique furnishings and branded signage inside the room. Sponsor may serve as moderator of the session to introduce each speaker. Sponsor giveaways to be placed on tables for each session within the room. The sponsorship includes (1) quarter-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) quarter-page ad in the conference program, (1) full conference registration, and recognition throughout conference.

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, 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 sponsor's 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, and premier recognition throughout the conference.

Scavenger Hunt/Contest Sponsor \$3,500

Sponsor of the official 2025 Attendee Scavenger Hunt. The sponsor's logo is included on the scavenger hunt card. Sponsors will have a table to answer any questions/check off any scavenger hunt "to-dos" that includes interactions with sponsor, staff, and others throughout the conference. The sponsor will provide a grand prize for the winner of the contest. The sponsorship includes (1) full registration and recognition throughout the conference.

Post Excursion Refreshers \$2,500

The 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.*

Wellness Morning \$3,500

The sponsor will be active and host a "wellness walk" on Monday morning. 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.*

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.*

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

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

**Sponsor to provide items, 400 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 logos on signage, in onsite program booklet, and on TSAE's website.



Networking Opportunities



April 23, 2025



TOPGOLF Austin
2700 Esperanza Crossing
Austin, TX 78758



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!

Beverage Cart Sponsor **\$6,000**

The beverage sponsor of the TSAE Open is a fun sponsorship that provides great branding on drink stations and drinkware. This sponsorship includes (1) Topgolf teams of (6) during team play (6 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.

Welcome Sponsor **\$5,000**

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.*

Caddyshack Giftbag Sponsor **\$4,000**

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.*

Beat The Pro Game Sponsor **\$4,000**

Exclusive sponsor of "Beat the Pro" golf game hosted at sponsor's bay during team play with the opportunity to have a TOPGOLF pro wear sponsor's logoed shirt during event and during TOPGOLF demonstration and tips. The sponsor can also provide prize(s) to the 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 sponsors are encouraged to provide prizes for the winner also.*

Door Prize Sponsor **\$2,500**

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

**Sponsor must provide prizes. The attendees must be present to win. Bay/ Team sponsorship is not included.*

Golf Awards Sponsor **\$2,500**

Exclusive sponsor of award prizes (3) announced at the conclusion of the event. The sponsor will provide awards for:

- Best Team Score
- Worst Personal Score
- Best Personal Score

**Sponsors' logo will be included on award certificates. Sponsors will have the opportunity to announce winners. Please note, affiliates may be entered to win. Attendees must be present to win. Bay/ Team sponsorship is not included.*

Team Sponsor **\$1,800**

Team sponsorship includes (1) TOPGOLF team of (6) during team play (6 registrations total), including all gameplay, meals, and activities.

Networking Opportunities

Social Happy Hours

TSAE Social Happy Hours \$6,000

TSAE Socials are a wonderful opportunity for all TSAE members and prospects (association professionals, affiliate members and prospects) that allow for connections to be made in a casual and social setting. Exclusive sponsorship of one TSAE Social Happy Hour (2-3 hours in length) includes the opportunity to give welcome remarks to members, and give away door prizes and promo items. Sponsorship includes logo recognition as host sponsor of events on promotions and event signage.

*Sponsor to provide giveaway items; TSAE to coordinate venue/activity, provide food and beverage and sponsor branded signage.

Examples of Socials in 2024: Holey Moley Golf Club, Upstairs Circus, Electric Shuffle

Board of Directors Meetings

TSAE Board of Director Dinner - Four Available: Spring, Summer, Fall and Winter \$5,500

*The price for the 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 decision makers at their associations! This group of 18 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 the Board of Directors and have (2) company representatives present at dinner.

*TSAE to cover the cost of dinner.

TSAE Board of Director Retreat \$7,500

*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, a priceless opportunity to highlight your venue to 20+ CEOs of Texas Associations and an opportunity to participate in networking reception. The exclusive host sponsor has the opportunity and option to wow with a happy hour, or an 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 and submitting a bid for the Board Retreat, please contact Ronika Nash, CEM at ronika@tsae.org.*

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 Spring-Board Meeting Reception \$5,000

The TSAE Spring-Board Meeting Reception is a networking event that brings together professionals from TSAE. As a sponsor, your brand will be prominently featured, highlighting 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



December 3, 2025



Down Right
791 East 11th Street
Austin, Texas



Our annual Celebration Luncheon is a time to look back on a wonderful year and celebrate the season with one another over a delicious meal, local musical entertainment, festive activity stations, and an opportunity to give back to a local charity.

Welcome Sponsor **\$5,500**

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

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

Table Host Sponsor **\$1,800**

Sponsorship includes (1) reserved luncheon table for (8). Table sponsors will receive (1) reserved sign on table with sponsors logo.

Activity Station with Table **\$3,000**

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).

Activity Station Only **\$1,800**

Sponsorship includes (1) activity station.

*TSAE to provide table and space, sponsor to provide activities, materials, and/or giveaways.

Awards Sponsor **\$4,000**

Sponsoring the Celebration Luncheon Awards provides visibility during a prestigious event recognizing excellence within the association. Sponsors may have their logo featured prominently at the event and in related communications. Sponsorship included (1) complimentary registration.



Content Opportunities

Monthly Association Insights Emails - \$1,250 - \$6,000

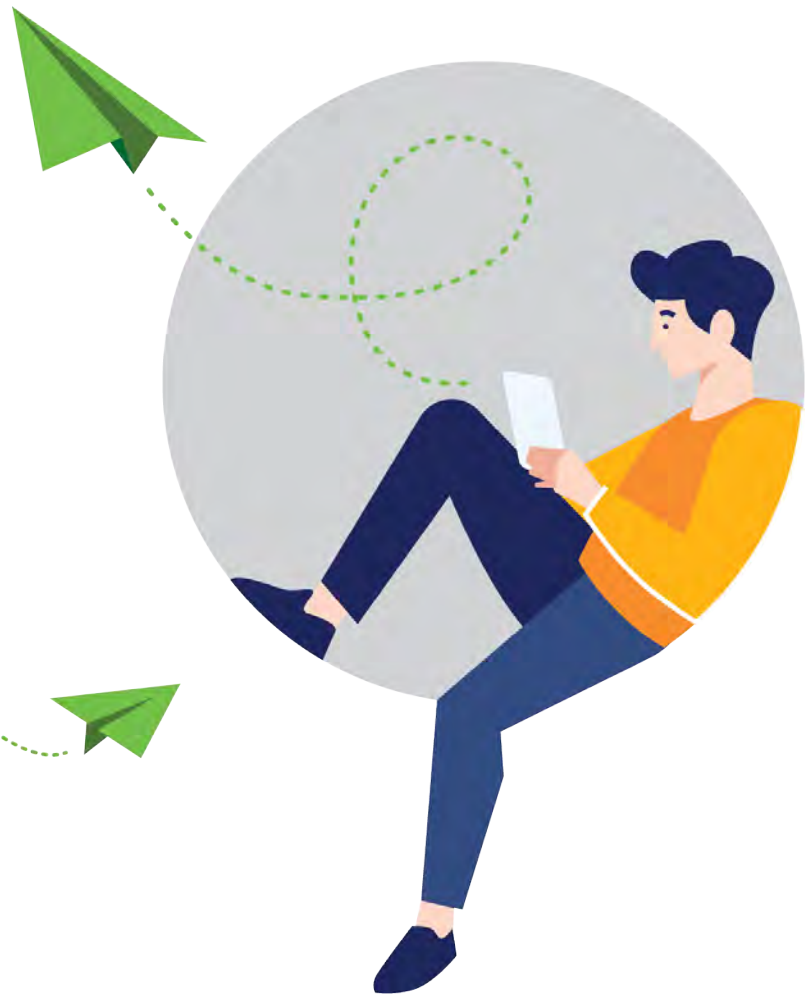
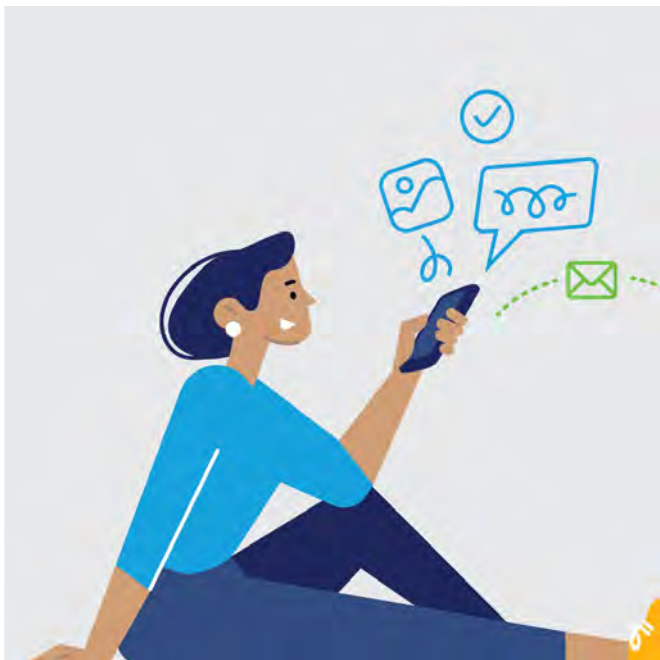
Each month, TSAE sends an email to over 900 TSAE members. The monthly email is filled with up-to-date, quick, and succinct messages on member opportunities, industry trends, event information, and insights. Sponsorship of an exclusive Association Insights TSAE's Monthly Email Newsletter provides the opportunity to share quick, fun, and informative facts about your organization and to connect in a customized manner with all TSAE members. Your sponsored content will be highlighted in its own framed area within the email update. Content can change and be customized each month.

TSAE Podcast \$1,000 per episode

Amplify your brand's reach and connect with association professionals through our 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.

Digital Sponsor \$1,000

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



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! TSAE 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 Sponsor Starting at \$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.

Wellness Program \$7,500

Be part of this year-round effort! Sponsoring the Wellness Program provides the opportunity to promote a healthy lifestyle to TSAE members through various channels such as monthly emails, fitness challenges, and wellness events. Sponsors may receive prominent logo placement on program materials and recognition at events.

TSAE Cares - A TSAE Charity: As a TSAE Cares Partner, sponsors support TSAE's philanthropic efforts, such as activities benefiting organizations like Ronald McDonald House or food banks. Sponsors may receive recognition in promotional materials and at charity events.

Association Leadership Magazine, Printed Directory, Website, Online Buyers Guide Advertising, and Sponsored eBlasts

Naylor, LLC manages advertising sales for our *Association Leadership* magazine (published bi-monthly in both print and digital editions), the 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 <https://www.officialmediaguide.com/tse/>.





TSAE

TEXAS SOCIETY OF ASSOCIATION EXECUTIVES

2025 SPONSORSHIP PROSPECTUS

ronika@tsae.org

www.tsae.org/sponsors

Phone: 512.444.1974 ext 105

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Austin, TX 78759