



## **Annual Conference Sponsorship Opportunities**

2010 TPRA Annual Conference ~ March 5-7 ~ Hyatt Regency ~ Austin, Texas

TPRA has been keeping communicators in Texas ahead of industry trends and developments for more than 50 years now. As in the past, professional communicators are turning to TPRA to help master new tools and evaluate new technologies. This presents a great opportunity for you to be highly visible at the annual conference [March].

### *Specific Event Sponsorship Opportunities*

#### **Friday Luncheon ~ \$5,000**

Great visibility to participants from both organizations. You sit at the president's table and introduce the keynote speaker. Includes 2 conference registrations (including all meal and social functions) plus 2 additional tickets to the Silver Spur/Best of Texas awards banquet.

#### **Opening Night Networking Party ~ \$5,000**

Catch the attention of *all* conference attendees by sponsoring this opening night reception that includes music, hors d'oeuvres, and fun. Includes 2 conference registrations (including all meal and social functions), plus 2 additional tickets to the Silver Spur/Best of Texas awards banquet.

#### **Silver Spur/Best of Texas Awards Banquet ~ \$5,000**

The conference's grand finale event, this elegant awards dinner puts your brand front and center before Texas' best communicators. Includes 2 conference registrations (including all meal and social functions) plus 2 additional tickets to the Silver Spur/Best of Texas awards banquet.

#### **Conference Saturday Keynote Speaker ~ \$5,000**

You sit at the president's table and introduce the keynote speaker Saturday at noon. Includes 2 conference registrations (including all meal and social functions) plus 2 additional tickets to the Silver Spur/Best of Texas awards banquet.

#### **President's Reception ~ \$2,500**

A tribute to TPRA leadership past and present, this event kicks off the conference's grand finale awards banquet. All conference attendees participate, and award winners receive special invitations to this popular, well-attended event. Also includes 1 conference registration (including all meal and social functions) plus 1 additional ticket to the Silver Spur/Best of Texas awards banquet.

#### **Awards Banquet – Wine Sponsorship ~ \$2,500**

Add a touch of class to the Silver Spur/Best of Texas awards banquet by providing the wine at each table during the awards banquet. Conference planners will work with you to determine your choice of wine for this customized sponsorship. (Price will vary depending on wine selected.) Includes 1 conference registration (including all meal and social functions) plus 1 additional ticket to the Silver Spur/Best of Texas awards banquet.

#### **Post-Awards Celebration Event ~ \$2,500**

Get to know TPRA members personally by hosting this special after-dinner party honoring all the award recipients. Includes 1 conference registration (including all meal and social functions) plus 1 additional ticket to the Silver Spur/Best of Texas awards banquet.

### **Hospitality Suite ~ Market price, set by hotel, typically around \$2,500**

An opportunity for exclusive exposure to conference attendees and guests, the Hospitality Suite unites you with members in a convivial, informal environment. Open for cocktail and after dinner visits.

### **Session Breaks (\$1,000)**

Your sponsorship provides coffee, water, soft drinks, tea, juice and snacks for conference attendees. Signage recognizing your sponsorship will be placed in the refreshment areas. Includes 1 conference registration (including all meal and social functions).

### **Exhibit Sponsor, Vendor Fair (\$750)**

A great opportunity to promote your company to conference attendees and attend the Friday and Saturday luncheons. Vendors receive a skirted table in the conference hotel from 9 a.m. Friday through 5 p.m. Saturday and 1 attendee to the two luncheons. Vendors provide their own signage. A separate registration for vendors is available with rates for electrical connection, Internet accessibility or telephone line. Contact us for pricing information.

### **Exhibit Booth, Vendor Fair (\$500)**

A great opportunity to promote your company to conference attendees. Vendors receive a skirted table in the conference hotel from 9 a.m. Friday through 5 p.m. Saturday. Vendors provide their own signage. A separate registration for vendors is available with rates for electrical connection, Internet accessibility or telephone line. Contact us for pricing information.

## *Major Award Sponsorship Opportunities*

### **Golden Spur Award ~ \$2,500**

- 2 conference registration (including all meal and social functions)
- 2 additional ticket to the Silver Spur/Best of Texas awards banquet
- Invitation for company representative to present the award at awards banquet
- Program recognition
- Recognition on TPRA Web site and annual membership directory

### **Outstanding PR Practitioner Award ~ \$1,500**

- 2 conference registration (including all meal and social functions)
- Invitation for company representative to present the award at awards banquet
- Program recognition
- Recognition on TPRA Web site and annual membership directory

### **Alan Scott Rising Star Award ~ \$1,000**

- 1 conference registration (including all meal and social functions)
- 1 additional ticket to the Silver Spur/Best of Texas awards banquet
- Invitation for company representative to present the award at awards banquet
- Program recognition
- Recognition on TPRA Web site and annual membership directory

### **New Member Achievement Award ~ \$1,000**

- 1 conference registration (including all meal and social functions)
- 1 additional ticket to the Silver Spur/Best of Texas awards banquet
- Invitation for company representative to present the award at awards banquet
- Program recognition
- Recognition on TPRA Web site and annual membership directory

### **Silver Spur Media Award ~ \$1,000**

- 1 conference registration (including all meal and social functions)
- 1 additional ticket to the Silver Spur/Best of Texas awards banquet
- Invitation for company representative to present the award at awards banquet
- Program recognition
- Recognition on TPRA Web site and annual membership directory

### **Lone Star Award ~ \$1,000**

- 1 conference registration (including all meal and social functions)
- 1 additional ticket to the Silver Spur/Best of Texas awards banquet
- Invitation for company representative to present the award at awards banquet
- Program recognition
- Recognition on TPRA Web site and annual membership directory

### **Miscellaneous Sponsorship Opportunities**

#### **Lanyards and logo on all name badges ~ \$1000**

Exclusive to a single sponsor, appears on all member badges, does not appear on other sponsor or guest badges.

#### **Cocktail napkin logo ~ \$750**

Exclusive to one sponsor per event.

#### **Logo on member name badges ~ \$500**

Appears on all member badges, does not appear on other sponsor or guest badges.

#### **Table tent signs ~ \$500**

Exclusive to a single sponsor

#### **Bar sign ~ \$500**

Your company name on a stand-up sign at one cash bar – limited one sign per bar, typically three bars

#### **Signage ~ TBD *(based on cost)***

Exclusive to a single sponsor

#### **Conference Program ~ TBD *(based on cost)***

Exclusive to a single sponsor

#### **Student Sponsorships ~ \$150 each**

Your student sponsorship covers the registration cost for as many students as you'd like to sponsor. It's the foundation of great future communicators.

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**Donations/underwriting/sponsorships** *in cash or in-kind totaling more than \$1,000 allows the donor a minimum of one complimentary conference registration, including one ticket for the social events, luncheons, awards banquet and Sunday door-prize breakfast.*

- **Pending confirmation** of donations, underwriting, and sponsorships before printing deadlines, TPRA will provide notice of your sponsorship and your logo in:
  - The Call-for-Registrations brochure, mailed to all members plus targeted non-member lists (more than 3,500 Texas and surrounding states PR professionals typically receive our mailings)
  - The conference and awards banquet programs
  - TPRA e-newsletters distributed leading up to the event to members and potential members
  - Your logo and active link in a level-appropriate area of the TPRA Web site: [www.tpra.com](http://www.tpra.com).
- **During the conference**, TPRA will provide:
  - Signage (except for the exhibit area)\*
  - Recognition from the podium\*
  - Recognition in the attendee packet\*

**Need more information? Contact the TPRA office at 800.525.0405 x17.**