Sponsorship Opportunities
Information we learn at the Convention is invaluable. I love networking with board members from throughout the state, and learned about their challenges and successes. Doing so makes us all stronger board members, and a stronger board overall.
Since 1960, the Texas Association of School Administrators (TASA) and Texas Association of School Boards (TASB) have collaborated to produce a transformative annual experience for school board members, superintendents and other school leaders that improves governance and leadership in Texas public schools and enhances statewide support for public education.

**Texas Association of School Administrators (TASA)**

Founded in 1925, TASA is the professional association for Texas school superintendents and other administrators. The mission of the organization, which focuses on professional learning, advocacy and member engagement, is to promote, provide and develop leaders who create and sustain student-centered schools and develop future-ready students. TASA supports leaders from school districts both large and small, rural and urban, and from every corner of the state.

The Executive Committee is TASA’s primary decision-making body, and consists of: four officers; one member elected from each of the 20 ESC regions; four at-large members; and the chairs of TASA’s Advocacy, Legislative, Member Engagement, and Professional Learning committees. The officers and Executive Committee work closely with TASA’s executive director and staff to conduct the business of the association.

**Texas Association of School Boards (TASB)**

Created in 1949, TASB is a voluntary, nonprofit, statewide educational association that serves the boards of Texas public school districts. TASB promotes educational excellence for Texas schoolchildren through advocacy, visionary leadership, and high-quality services to school districts. TASB’s membership includes the boards of all 1,021 school districts and 20 regional education services centers, as well as 51 community colleges, 22 tax appraisal districts, and 130 education cooperatives.

The association represents the largest group of publicly elected officials in the state (more than 7,000 school board members).

The association is governed through a 44-member board of directors representing every region of the state, an annual Delegate Assembly, and a grassroots process used to develop and create the association’s advocacy agenda. The annual Delegate Assembly is held during txEDCON TASA | TASB Convention.

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**Did you know?**

Texas public school districts have combined expenditures of more than $69 billion annually, employ over 745,000 people, and serve more than 4.5 million students.

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**txEDCON Attendance:**

4,500 REGISTRANTS

BREAKING DOWN TO » 3,300

(65% BOARD MEMBERS, 12% SUPERINTENDENTS)

1,200 EXHIBITORS AND OTHERS

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About TASA and TASB and txEDCON TASA | TASB Convention

Did you know?

The ability to discuss education issues with other members around the state is invaluable. We learn a lot when we sit and listen to each other; these conversations are just as valuable as the sessions we attend.

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**About TASA and TASB and txEDCON TASA | TASB Convention**

Sept. 29 – Oct. 1 • Kay Bailey Hutchison Convention Center • Dallas • tasa.tasb.org
Gain recognition by having your logo on items grabbed by all attendees.

**Swag**

**Lanyards**
- **Exclusive Sponsor**
  - **$20,000**
  - Sponsor the conference lanyards given to all attendees at registration and worn all over the conference.
  
  TASA | TASB provides the lanyards. Sponsor provides the logo.

**Coffee Tumblers**
- **Exclusive Sponsor**
  - **$15,000**
  - Have attendees drink hot beverages in a tumbler sporting your logo! Combine this opportunity with a coffee and networking break for two points of contact.
  
  TASA | TASB will cover cost of coffee tumblers, but limits exist. Sponsor provides the logo.

**Reusable Water Bottles**
- **3 Sponsorships Available**
  - **$8,000 each**
  - Reusable water bottles are consistently a popular item. Combine this opportunity with sponsoring the water stations for two points of contact.
  
  TASA | TASB will cover cost of water bottles, but limits exist. Sponsor provides the logo.

**Hand Sanitizers**
- **2 Sponsorships Available**
  - **$6,000 each**
  - Help stop the spread of germs and gain recognition with your logo on mini hand sanitizers.
  
  TASA | TASB will cover cost of hand sanitizers, but limits exist. Sponsor provides the logo.

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*Sept. 29 – Oct. 1 • Kay Bailey Hutchison Convention Center • Dallas • tasa.tasb.org*
Gain recognition by having your logo on items grabbed by all attendees.

**Swag**

**Conference Bag**
- 3 Sponsorships Available
- $10,000 each
- Conference bags are available for all attendees to grab at registration and are carried around the conference. Artwork on the bag features txEDCON branding and sponsor logo in black.
- TASA | TASB will cover cost of conference bags, but limits exist. Sponsor provides logo.

**Notebooks**
- 3 Sponsorships Available
- $8,000 each
- Notebooks are a highly requested item at txEDCON. Your logo with a tagline will be placed on the front of the notebook.
- TASA | TASB will cover cost of notebooks, but limits exist. Sponsor provides logo.

**Pens**
- 3 Sponsorships Available
- $6,000 each
- Who doesn’t love a good pen? Pens are an excellent way to get your brand in the hands of attendees.
- TASA | TASB will cover cost of pens, but limits exist. Sponsor provides logo.
Networking Opportunities

Sponsors will receive branded signage and recognition in the program.

**Friday Afternoon Break**
3 Sponsorships Available
$6,000 each
Put a little pep in the step of our attendees just before the First General Session.*

**Saturday Morning Break**
3 Sponsorships Available
$6,000 each
Provide a beverage and snack break to attendees before the Second General Session. *

**Coffee and Networking in the Exhibit of School Architecture**
2 Sponsorships Available
$10,000 each
Gain recognition by offering attendees a much-needed beverage break.*

**Area Association Lounge**
2 Sponsorships Available
$10,000 each
Located in the Exhibit Hall, this area is where school board members gather with others from their respective area associations to network and make new friendships.*

*I would recommend the Convention to colleagues because it allows for the boards and administrators to network and discuss best practices, discuss legislative agendas, discuss student improvement and means to address the needs for public education. *

*TASA | TASB provides refreshments. Sponsor provides logo and branded napkins if desired.
Experiences

Field Trip

☑️ Exclusive Sponsor

$10,000

Sponsor has opportunity to have two representatives join our attendees on the field trip.

TASA | TASB provides refreshments. Sponsor provides the logo.

Student Innovation Hub

☑️ SOLD!

Attendees will experience innovation in education when visiting the Student Innovation Hub.

Sponsor provides the logo.

Professional Headshot Photos

☑️ Exclusive Sponsor

$10,000

Sponsor of dedicated headshot space, offering complimentary photos to attendees.

TASA | TASB provides the photographer. Sponsor provides logo.

Community Service Project

☑️ Exclusive Sponsor

$20,000

The community service project activity will take place on the tradeshow floor. Attendees can help assemble a variety of kits focused on food, health and hygiene. Working with the United Way of Metropolitan Dallas, kits will be distributed to Texas public school students in the local area.

TASA | TASB will provide the supplies. Sponsor will furnish logo and have the opportunity to participate alongside attendees.

Mosaic Wall

2 Sponsorships Available

$10,000 each

Become part of the big picture with our attendees. Your logo will be on the board where the mosaic is formed. Sponsor will have an opportunity to have multiple prize spots where an attendee places their photo, sponsor can direct the winners to the sponsor’s booth to receive their prize.

All prizes must be less than $50 and not of cash value. TASA | TASB provides the mosaic wall and graphic. Sponsor provides logo and prizes.

Professional Headshot Photos

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All prizes must be less than $50 and not of cash value. TASA | TASB provides the mosaic wall and graphic. Sponsor provides logo and prizes.
Events

Welcome Reception
2 Sponsorship Available
$20,000 each
Be one of the first faces attendees see when they arrive. The “Welcome” sponsor(s) have the opportunity to have 2-4 representatives to greet attendees at a designated table near the entrance.

Giveaway items from sponsor must be approved by TASA | TASB.
TASA | TASB will provide branded drink tickets and signage. Sponsor provides the logo.

Small District Seminar
4 Sponsorship Available
$8,000 each
The Small School District Seminar is one of the most popular educational events. Sponsor will be recognized during the seminar and have the opportunity to provide branded swag for attendees.
TASA | TASB will provide refreshments for the event. Sponsor will provide logo and branded swag.

Giveaways for Exhibit Hall Closing Event

Exclusive Sponsor
$10,000
Sponsor will emcee the prize drawing during the event.
TASA | TASB must approve all prize items. Items must be less than $50 per item and not of cash value (i.e. no gift cards/certificates). TASA | TASB will provide refreshments for the event. Sponsor will provide logo and prizes.

General Sessions
3 Exclusive Sponsorships Available
$20,000 each
One of the most visible sponsorships and includes the opportunity for a pre-recorded message to be shown at the beginning of the sponsored general session.
Sponsor provides logo and pre-recorded welcome message.
Note: Video is NOT to have any advertising or sales language, and must be approved by TASA | TASB. Please email convention@tasb.org for video guidelines.

New School Board Trustee Academy
2 Sponsorships Available
$10,000 each
The new board member seminar is a 8-hour session that introduces new board members to the world of being a trustee.
TASA | TASB will provide refreshments. Sponsor will provide logo and branded swag if desired.
Other Opportunities

Have your logo in high traffic and visible locations seen by all attendees.

Transportation Route

4 Sponsorships Available

$15,000 per route

Your logo will be included on all signage for your route located at the hotel and convention center. It will also be included in the onsite program on the transportation page. Sponsor is encouraged to provide a welcome video for riders to view and has the opportunity to greet riders as they load and unload.*

TASA | TASB provides the transportation and signage. Sponsor will furnish logo and welcome video.

*Video may not be available on all busses. Note: Video is NOT to have any advertising or sales language, and must be approved by TASA | TASB. Please email convention@tasb.org for video guidelines.

Aisle Danglers

5 Sponsorships Available

$15,000 each

Your logo will be printed on a separate dangler hanging below the aisle sign with the aisle numbers.

TASA | TASB cannot guarantee the dangler with your logo will be placed on the same aisle as your booth.

Directional Signage

3 Sponsorships Available

$15,000 each

Your logo placed on directional signs strategically located around the convention center.

TASA | TASB provides the signage. Sponsor will furnish logo.

Hydration Stations

3 Sponsorships Available

$10,000 each

Water dispensers located around the convention center will be branded with your logo. Combine with sponsored water bottles for two points of contact.

TASA | TASB provides the water dispensers and branded wraps. Sponsor will furnish logo.
## Standard Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Titanium ($20,000)</th>
<th>Diamond ($15,000)</th>
<th>Platinum ($10,000)</th>
<th>Gold ($8,000)</th>
<th>Silver ($6,000)</th>
<th>Bronze ($3,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo on <a href="http://tasa.tasb.org">tasa.tasb.org</a> with link to sponsor’s website through Dec. 2023</td>
<td>✔️</td>
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<tr>
<td>Recognized as a sponsor in conference app</td>
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<tr>
<td>Company logo on Exhibit Hall Entrance Unit</td>
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<td>Sponsor floor cling for exhibit booth inside Exhibit Hall</td>
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<tr>
<td>Company logo on sponsorship acknowledgement page in TSB Texas Lone Star magazine and TASA INSIGHT Magazine</td>
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<td>Acknowledgement in event program booklet *TASA</td>
<td>TSB must approve graphic.</td>
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<td>Access to Early Housing Reservations</td>
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<td>Recognition at First and Second General Sessions</td>
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<td>Priority Booth Selection</td>
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<td>Graphics banner in conference app</td>
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Contact Taylor Thompson for a customized sponsorship starting at $25,000.
Note: New sponsors will be subject to approval.
To view the schedule, speakers, and other important information, visit tasa.tasb.org

For sponsorship opportunities, inquiries, or exhibit opportunities, contact

Taylor Thompson
taylor.thompson@tasb.org
512-467-0222, ext. 3611