

Texas State Agency Business Administrators' Association

P.O. Box 13164, Austin, Texas 78711-3164

www.tsabaa.com

Established 1969

Sponsorship Program

TSABAA was created to provide a forum for discussion of common issues affecting the business operations of state government. The Association's membership includes most state agencies. TSABAA holds three major events each fiscal year as well as regular bimonthly continuing education sessions. The major events include Mid-Winter Conference, Annual Summer Conference, and Golf Tournament.

The Mid-Winter conference, typically held in Kerrville and the Annual Summer conference, held at different locations across the State, provide classroom style training and presentations over the one and a half to two-day conference. Typically, conferences are held Wednesday through Friday. Attendees generally receive 10 to 16 hours of continuing education credits approved by the Texas State Board of Public Accountancy (TSBPA).

Sponsors are encouraged to attend both conferences. The Mid-Winter conference is more of an informal and casual setting, while the Annual Summer conference is a little more formal setting. Both conferences provide sponsors the opportunity to meet and interact with financial, purchasing, and other administrative staff from a variety of State agencies. Additionally, the Annual Summer conference provides sponsors with a booth space to distribute marketing materials and boost company exposure to potential attendees.

Sponsorship Program Details

The Sponsorship Level matrix below itemizes, at various financial levels, the benefits a sponsor will receive for sponsoring TSABAA. Sponsorships run concurrent with TSABAA's fiscal year – September 1st to August 31st. Sponsorship benefits will begin once payment is received and will end on August 31st of each year.

For Diamond Level sponsorships, TSABAA will purchase retractable self-standing banners with the sponsor's company logo, tag line, and company contact information. These banners will be displayed according to the sponsorship matrix. The banners will be purchased only after payment is received. Design and delivery will depend on whether the artwork is camera ready or if a design needs to be created. Camera ready artwork may take 3 to 5 business days to prepare, while design work may take 5 to 10 business days. Printing and delivering of a final banner is 10 to 15 business days.

Banner Specifications:

Camera-ready art with bleed <u>must be</u> 11.13 inches wide X 28.83 inches tall. Submitted artwork <u>must be</u> CMYK color format (not RGB), saved at 300 dpi or larger, submitted as a jpg, png, pdf, psd, or ai format. All art will be printed at 300% to yield a banner that has a display area of approximately 2.8 feet wide X 6.5 feet tall.

As indicated in the sponsorship matrix, each sponsor will receive a "Company Ad" printed in TSABAA's conference materials. Ads **must** be received prior to the printing deadline – deadline will be provided for each conference. There are no specific content standards for ads.

Ad Specifications:

TSABAA's conference brochures are 8.5" tall by 5.5" wide; therefore, the ad dimensions are as follows:

- "Full page" advertising space is 8.5" tall by 5.5" wide using portrait orientation;
- "Three-quarter page" advertising space is 6.375" tall by 5.5" wide using portrait orientation;
- "Half page" advertising space is 4.25" tall by 5.5" wide using horizontal orientation;
- "Quarter page" advertising space is 2.125" tall by 5.5" wide using horizontal orientation;
- "Shared page" (aka "business card") advertising space is 2" tall by 3.5" wide using horizontal orientation

The resolution on all ad documents must be no less than 300 dpi. For examples of the various sizes, please reference the 52nd Summer Conference program: https://tsabaa.com/wp-content/uploads/2023/08/TSABAA-2023-Annual-Summer-Conference-Program-for-website.pdf.

All ad documents need to be in one of the following formats: png, pdf, jpg, psd, or ai (we cannot use gif, eps, PPT or Word docs, or scanned versions of these types of files)

If you need help with designing or sizing your ad, please reach out to Doug.VanPelt@tdlr.texas.gov.

Any questions regarding sponsorships may be directed to Anthony Infantini, Vendor Committee Chair at Anthony.Infantini@highered.texas.gov.

Texas State Ageny Business Administrators' Association (TSABAA) Sponsorship Model Effective 10.4.2023

TSABAA Sponsorship	Gold	Platinum	Emerald	Ruby	Diamond
	\$ 1,000	\$ 2,500	\$ 5,000	\$ 7,500	\$ 10,000
TSABAA Webpage					
Company Logo on Sponsorship Page	X	X	X	X	X
Company Logo on all web/email announcements			X	X	X
Company Logo on Home Page				Х	X
Summary paragraph of company capibility on home page					X
Midwinter Conference					
Conference Registration	1	2	3	4	5
Recognition Door Prize \$50		2	3	4	5
Company Ad in Conference Materials	Shared Page	Quarter Page	Half Page	3/4 Page	Full page
Company Logo Projected on Screen at Breaks		Х	Х	Х	X
Company Logo on Pre-conference Marketing			Х	Х	X
Company Logo on Wi-Fi				Х	Х
Company Logo on Name Badges				Х	Х
Signage on Retractable Banner Stand in Main Conference					Х
Summer Conference					
Conference Registration	1	2	3	4	5
Recognition Door Prize \$50		2	3	4	5
Conference Booth		Х	Х	Х	X
Company Ad in Conference Materials	Shared Page	Quarter Page	Half Page	3/4 Page	Full page
Company Logo Projected on Screen at Breaks		Х	Х	Х	X
Company Logo on Pre-conference Marketing			Х	Х	Х
Company Logo on Wi-Fi				Х	X
Company Logo on Name Badges				Х	X
Company Logo Sticker on Conference Gift Package					Х
Signage on Retractable Banner Stand in Main Conference					Х
Additional Pricing:					
Midwinter Conference Registration	\$ 550				
Summer Conference Registration	TBD				
Summer Conference Booth and one attendee with no annual sponsorship	TBD				
Tee Box Sign at Golf Tournament, per hole (if applicable)	TBD				