



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 two major events each fiscal year as well as regular bi-monthly continuing education sessions. The major events include the Mid-Winter Conference and the Annual Summer Conference.

The Mid-Winter conference and the Annual Summer conference are held at different locations across the State that 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. We have two Sponsorship terms to offer, one term that runs concurrent with TSABAA's fiscal year – September 1st to August 31st and the second term is based on the Annual Summer conference. Sponsorship benefits will begin once payment is received and will end on August 31st of each year.

Company Ad Details

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 – the 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 Trisha Linebarger, Vendor Committee Chair at Trisha.Linebarger@sunset.gov

TSABAA Sponsorship**Period: September - August****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				X	X
Summary paragraph of company capability 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		X	X	X	X
Company Logo on Pre-conference Marketing			X	X	X
Company Logo on Wi-Fi				X	X
Company Logo on Lanyard					X
Signage on Retractable Banner Stand in Main Conference					X

Summer Conference

Conference Registration	1	2	3	4	5
Recognition Door Prize \$50		2	3	4	5
Conference Booth			X	X	X
Company Ad in Conference Materials	Shared Page	Quarter Page	Half Page	3/4 Page	Full Page
Company Logo Projected on Screen at Breaks		X	X	X	X
Company Logo on Pre-conference Marketing			X	X	X
Company Logo on Wi-Fi				X	X
Company Logo on Lanyard					X
Company Logo Sticker on Conference Gift Package					X
Signage on Retractable Banner Stand in Main Conference					X

TSABAA Sponsorship

Period: Summer Conference Only

Platinum	Emerald	Ruby	Diamond
\$ 1,875	\$ 3,750	\$ 5,625	\$ 7,500

TSABAA Webpage

Company Logo on Sponsorship Page	X	X	X	X
Company Logo on all web/email announcements		X	X	X
Company Logo on Home Page			X	X
Summary paragraph of company capability on home page				X

Conference

Conference Registration	2	3	4	5
Recognition Door Prize \$50	2	3	4	5
Conference Booth		X	X	X
Company Ad in Conference Materials	Quarter Page	Half Page	3/4 Page	Full Page
Company Logo Projected on Screen at Breaks	X	X	X	X
Company Logo on Pre-conference Marketing		X	X	X
Company Logo on Wi-Fi			X	X
Signage on Retractable Banner Stand in Main Conference				X