



TAHPERD

Promoting Healthy Lifestyles

Texas Association for Health, Physical Education, Recreation & Dance

2024 SPONSORSHIP PACKAGES

CAPSTONE

STARTING AT \$20,000/ YEAR



EVENT SPONSORSHIP

- Must sponsor at least one Tier 1 event/item (additional cost)
- Priority selection of Tier 1 events/items (additional cost)
- Opportunity & priority selection of Tier 2 events/items (additional cost)

EXHIBIT HALL

- 10 x 20 booth at Summer Conference & 20 x 20 booth Annual Convention
- Priority Booth Selection- 1st choice
- 4 Exhibitor Showcases at Prime Timeslots - (2) Summer Conference & (2) Annual Convention (limited inventory)
- Traffic Builder- get a company-specific goal in the Attendee App to send attendees directly to your booth!
- Sponsor Flag recognizing you as a sponsor in Exhibit Hall
- Logo recognition on entrance unit going into Exhibit Hall at Summer Conference & Annual Convention
- Floor decal for booth identifying sponsorship level
- Complimentary Lead Retrieval- Leads available in Exhibitor Portal immediately after the event

ADVERTISING

- (3) Full page ads - (1) Summer TAHPERD Journal, (1) Summer Conference Program, & (1) Annual Convention Program
- (2) Full Page Ads - (1) Summer Activities Handout Manual & (1) Annual Convention Activities Handout Manual
- Recognition as a sponsor in TAHPERD Journals
- Recognition as a sponsor on TAHPERD home page, registration page, & monthly e-newsletter with logo and link to sponsor's website
- Media sponsorship recognition during General Sessions
- Use of TAHPERD Logo in promotional materials as "Official Sponsor"
- Opportunity to send 4 (quarterly) stand-alone email blasts to members (TAHPERD to approve content)

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PLATINUM

STARTING AT \$15,000/ YEAR



EVENT SPONSORSHIP

- Must sponsor at least one Tier 1 event/item (additional cost)
- Priority selection of Tier 1 events/items (additional cost) following Capstone Sponsors.
- Opportunity & priority selection of Tier 2 events/items (additional cost) following Capstone Sponsors.

EXHIBIT HALL

- 10 x 20 booth at Summer Conference & 20 x 20 booth Annual Convention
- Priority Booth Selection following Capstone Sponsors.
- 2 Exhibitor Showcases at Prime Time-slots - (1) Summer Conference & (1) Annual Convention (limited inventory)
- Traffic Builder- get a company-specific goal in the Attendee App to send attendees directly to your booth!
- Sponsor Flag recognizing you as a sponsor in Exhibit Hall
- Logo recognition on entrance unit going into Exhibit Hall at Summer Conference & Annual Convention
- Floor decal for booth identifying sponsorship level
- Complimentary Lead Retrieval- Leads available in Exhibitor Portal immediately after the event

ADVERTISING

- (3) Full page ads - (1) Summer TAHPERD Journal, (1) Summer Conference Program, & (1) Annual Convention Program
- (2) Full Page Ads - (1) Summer Conference Activities Handout Manual & (1) Annual Convention Activities Handout Manual
- Recognition as a sponsor in TAHPERD Journals
- Recognition as a sponsor on TAHPERD home page, registration page, & monthly e-newsletter with logo and link to sponsor's website.
- Use of TAHPERD Logo in promotional materials as "Official Sponsor"
- Opportunity to send Bi-annual email blast to members

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GOLD

STARTING AT \$10,000/YEAR



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EVENT SPONSORSHIP

- Must sponsor at least one (1) Tier 1 or 2 event/item (additional cost)
- Priority selection of Tier 1 or 2 events/items (additional cost) following Platinum.

EXHIBIT HALL

- 10 x 20 booth at Summer Conference & 10 x 20 booth Annual Convention
- Priority Booth Selection following Platinum.
- 2 Exhibitor Showcases - (1) Summer Conference & (1) Annual Convention (limited inventory)
- Traffic Builder- get a company-specific goal in the Attendee App to send attendees directly to your booth!
- Sponsor Flag recognizing you as a sponsor in Exhibit Hall
- Logo recognition on entrance unit going into Exhibit Hall at Summer Conference & Annual Convention
- Floor decal for booth identifying sponsorship level
- Complimentary Lead Retrieval- Leads available in Exhibitor Portal immediately after the event

ADVERTISING

- (3) Half-page ads - (1) Summer TAHPERD Journal, (1) Summer Conference Program, & (1) Annual Convention Program
- Recognition as a sponsor in TAHPERD Journals
- Recognition as a sponsor on TAHPERD home page, registration page, & monthly e-newsletter with logo and link to sponsor's website.
- Opportunity to place an ad in 4 monthly TAHPERD e-newsletters (Ads are up to 200 words with a 500x500px image)

SILVER

STARTING AT \$7,500/YEAR



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EVENT SPONSORSHIP

- Must sponsor at least one (1) Tier 1 or 2 event/item (additional cost)

EXHIBIT HALL

- Priority selection of Tier 1 or 2 events/items (additional cost) following Gold
- 10 x 20 booth at Summer Conference & 10 x 20 booth Annual Convention
- Priority Booth Selection following Gold.
- 2 Exhibitor Showcases - (1) Summer Conference & (1) Annual Convention (limited inventory)
- Traffic Builder- get a company-specific goal in the Attendee App to send attendees directly to your booth!
- Sponsor Flag recognizing you as a sponsor in Exhibit Hall
- Logo recognition on entrance unit going into Exhibit Hall at Summer Conference & Annual Convention
- Floor decal for booth identifying sponsorship level
- Complimentary Lead Retrieval- Leads available in Exhibitor Portal immediately after the

ADVERTISING

- (2) Half-page ads - (1) Summer Conference Program & (1) Annual Convention Program
- Recognition as a sponsor in TAHPERD Journals
- Recognition as a sponsor on TAHPERD home page, registration page, & monthly e-newsletter with logo and link to sponsor's website
- Opportunity to place an ad in 2 monthly TAHPERD e-newsletters (Ads are up to 200 words with a 500x500px image)

BRONZE

STARTING AT \$5,000/ YEAR



EVENT SPONSORSHIP

- Must sponsor at least one (1) Tier 1 or 2 event/item (additional cost)

EXHIBIT HALL

- Priority selection of Tier 1 or 2 events/items (additional cost) following Silver
- 10 x 10 booth at Summer Conference & 10 x 10 booth Annual Convention
- Priority Booth Selection following Silver.
- 1 Exhibitor Showcases - (1) Summer Conference or (1) Annual Convention (limited inventory)
- Traffic Builder- get a company-specific goal in the Attendee App to send attendees directly to your booth!
- Sponsor Flag recognizing you as a sponsor in Exhibit Hall
- Logo recognition on entrance unit going into Exhibit Hall at Summer Conference & Annual Convention
- Floor decal for booth identifying sponsorship level
- Complimentary Lead Retrieval- Leads available in Exhibitor Portal immediately after the event

ADVERTISING

- (2) 1/4-page ads - (1) Summer Conference Program & (1) Annual Convention Program
- Recognition as a sponsor in TAHPERD Journals
- Recognition as a sponsor on TAHPERD home page, registration page, & monthly e-newsletter with logo and link to sponsor's website
- Opportunity to place an ad in 1 monthly TAHPERD e-newsletters (Ads are up to 200 words with a 500x500px image)

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FRIEND

STARTING AT \$2,500/YEAR



EXHIBIT HALL

- 10 x 10 booth at Summer Conference OR 10 x 10 booth Annual Convention
- Priority Booth Selection following Bronze.
- Traffic Builder- get a company-specific goal in the Attendee App to send attendees directly to your booth!
- Sponsor Flag recognizing you as a sponsor in Exhibit Hall
- Logo recognition on entrance unit going into Exhibit Hall at Summer Conference & Annual Convention
- Floor decal for booth identifying sponsorship level
- Complimentary Lead Retrieval- Leads available in Exhibitor Portal immediately after the event

ADVERTISING

- (1) 1/4-page ads - (1) Summer Conference Program OR (1) Annual Convention Program
- Recognition as a sponsor in TAHPERD Journals
- Recognition as a sponsor on TAHPERD home page

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TIER 1

SPONSORSHIP OPPORTUNITIES

Exclusive General Session Sponsor- \$10,000

- Summer Conference - (1) General Session
- Annual Convention - (2) General Sessions
- Reserved seating for 2 at each General Session
- Introduce Keynote Speaker
- Opportunity to distribute marketing materials to attendees
- Corporate video (2 minutes max)

Exclusive Annual Convention Attendee Bag Sponsor- \$10,000

- TAHPERD purchases bags.
- Company logo printed on each bag.
- Each attendee receives a bag

Exclusive Annual Convention Awards Dinner Sponsor - \$10,000

- Printed as exclusive sponsor in Awards Dinner Program
- Opportunity to speak (2 minutes max)
- 2 complimentary tickets to attend Awards Dinner
- Opportunity to interact with attendees during dinner

Exclusive Annual Convention Casino Night Sponsor- \$7,500

- Opportunity to distribute marketing materials to attendees
- Opportunity to speak (5 minutes max)
- Opportunity to interact with attendees during the evening event

Exclusive Leadership Conference Sponsor- \$7,500

- Opportunity to distribute marketing materials to attendees
- Opportunity to speak (5 minutes max)
- Opportunity to interact with attendees during the 3-day event

Exclusive Annual Convention K-12 Administrator Breakfast Sponsor- \$2,500

- Opportunity to distribute marketing materials to attendees
- Opportunity to speak (2 minutes max)

TIER 2

SPONSORSHIP OPPORTUNITIES

Annual Convention

- Annual Convention Pre-Convention Workshop (2 spots available) - Sponsor provides presenter at their expense
- Annual Convention Lanyards (1 spot available) - \$1,500 (sponsor provides 2,000 lanyards)
- Annual Convention T-Shirts (5 spots available) - \$1,500 (TAHPERD purchases shirts and adds your company logo)
- Annual Convention Volunteer T-Shirts (5 spots available) - \$1,500 (TAHPERD purchases shirts and adds your company logo)

Summer Conference

- Summer Conference Morning Snack Break (2 out of 3 spots available)- \$2,250 each (Held in the Exhibit Hall)
- Summer Conference Afternoon Snack Break (3 spots available)- \$2,250 each (Held in the Exhibit Hall)
- Summer Conference Pre-Conference Workshop (2 spots available) - Sponsor provides presenter at their expense
- Summer Conference T-Shirts (5 spots available) - \$1,000 (TAHPERD purchases shirts and adds your company logo)
- Summer Conference Volunteer T-Shirts (5 spots available) - \$1,000 (TAHPERD purchases shirts and adds your company logo)
- Summer Conference Lanyards (1 spot available) - \$1000 sponsor provides 800 lanyards

Sponsor a Teacher

- (4) Summer Conference & (4) Annual Convention registrations sponsored, chosen at TAHPERD's discretion- \$1,120
- Add on Teacher Registrations to ANY Tier 2 Sponsorship! -\$130 for EACH Summer Conference Teacher & \$150 for EACH Annual Convention Teacher

Sponsorship Package Options	CAPSTONE	PLATINUM	GOLD	SILVER	Bronze	FRIEND
Ad in TAhPERD Journal (Spring)	Full-Page	Full-Page	Half-Page			
Ad in TAhPERD Journal (Summer)	Full-Page	Full-Page	Half-Page			
Summer Conference Booth	10 x 20	10 x 20	10 x 20	10 x 20	10 x 10	10 x 10 Choose One
Ad in Event Program (Summer Conference)	Full-Page	Full-Page	Half-Page	Half-Page	¼ Page	¼ Page Choose One
Ad in Activities Handout Manual (Summer Conference)	Full-Page	Full-Page				
Annual Convention Booth	20 x 20	20 x 20	10 x 20	10 x 20	10 x 10	10 x 10 Choose One
Ad in Event Program (Annual Convention)	Full-Page	Full-Page	Half-Page	Half-Page	¼ Page	¼ Page Choose One
Ad in Activities Handout Manual (Annual Convention)	Full-Page	Full-Page				
Recognition as a sponsor in TAhPERD Journals	✓	✓	✓	✓	✓	✓
Use of TAhPERD Logo in promotional materials as “Official Sponsor”	✓	✓				
Opportunity to send stand-alone email blasts to members (TAhPERD to approve content)	4	2				
Opportunity to place an ad in monthly TAhPERD enewsletters (Ads are up to 200 words with a 500x500px image)			4	2	1	
Recognition as a sponsor on TAhPERD home page, registration page, & monthly enewsletter with logo and link to sponsor’s website	✓	✓	✓	✓	✓	Home Page Only
Exhibit Hall recognition: Flag, Floor Decal, Entrance Unit Logo	✓	✓	✓	✓	✓	✓
Must sponsor at least one (1) Tier 1 event or item	✓	✓	✓			
Must sponsor at least one (1) Tier 2 event				✓	✓	