

SPONSORSHIP OPPORTUNITIES

2024

County Technology Conference

Bridging the Gap:
Technology, Cybersecurity &
County Service

MAY 21-24

**SHERATON AUSTIN
GEORGETOWN HOTEL &
CONFERENCE CENTER
GEORGETOWN**



CONFERENCE OVERVIEW

ABOUT THE CONFERENCE

Sponsors at the 2024 County Technology Conference have an exciting opportunity to promote their company's products and services to the decision-makers in county government. This premier government technology event is hosted by the Texas Association of Counties (TAC) — the leading organization serving Texas' 254 counties.

TAC's unparalleled sponsorship program is designed to provide more exposure and maximum recognition to sponsors — before, during and after the conference. The program is designed to raise sponsors' brand value and recognition among Texas county officials and staff.

The County Technology Conference arose out of discussions with TAC's members, committees and boards of directors, who have identified a great need for technology awareness, training and investment among Texas counties. Thus, sponsors of this event are provided an opportunity to have impactful discussions with county decision-makers often in the beginning stages of developing technology road-maps for their counties.

DECISION-MAKERS IN ATTENDANCE

TAC will leverage its reputation and strong member relationships to secure conference attendance of key county decision-makers, including:

- **Commissioners Court Members** – Those who approve budgets and all budgeted purchases for the county.
- **County Judges** – The presiding commissioners court officer. In some counties, they are the county budget officer.
- **IT Directors and Staff** – Those responsible for overseeing county technology initiatives and making technology-related proposals to the commissioners court.
- **Auditors, County/District Clerks, Tax Assessor-Collectors, Treasurers, Justices of the Peace, Sheriffs, Constables, County/District Attorneys** – All other county officials who serve as the executives of their respective offices within the county; these decision-makers will lead the initiatives for their offices and make necessary budget requests to the commissioners court.

ABOUT TAC

TAC was established in 1969 by its members — Texas county officials. In the past few decades, TAC has established itself as a robust organization that its members rely on for technology services, education, and legal and legislative resources. TAC's experienced education and event management team organizes and hosts 90-plus events per year for all Texas local government decision-makers.

DON'T MISS THIS OPPORTUNITY

Maximize your company's reach and brand visibility in the government space!

May 21-24, 2024

**Sheraton Austin Georgetown
Hotel & Conference Center
Georgetown, TX**

QUESTIONS ABOUT THE CONFERENCE OR SPONSORSHIPS?

CONTACT

Rachel Kucera

TAC Programs & Education Manager

Phone: (512) 478-8753

Email: rachelk@county.org

Please email documents to Rachel Kucera.

Texas Association of Counties
www.county.org





SPONSORSHIP PACKAGES

PLATINUM SPONSOR BENEFITS PACKAGE

\$7,000

- ✓ **FOUR** conference registrations
- ✓ Designated **PLATINUM SPONSOR TABLE** in high-traffic, pre-function conference space
- ✓ **HIGH-VISIBILITY LISTING** as Platinum Sponsor in conference program
- ✓ Company name and logo **PROMINENTLY DISPLAYED ON AGENDA, WEBSITE & SIGNAGE**
- ✓ Company name and logo **DISPLAYED** on the **OPENING GENERAL SESSION POWERPOINT**
- ✓ Access to **FOUR ROOMS TOTAL** in the attendee group room block, until group block is full. Your organization is responsible for payment of hotel reservations and cancellations, if within hotel cancellation policy

GOLD SPONSOR BENEFITS PACKAGE

\$4,750

- ✓ **THREE** conference registrations
- ✓ Designated **GOLD SPONSOR TABLE** in pre-function conference space
- ✓ **PROMINENT LISTING** as Gold Sponsor in conference program
- ✓ Company name and logo **DISPLAYED ON AGENDA, WEBSITE & SIGNAGE**
- ✓ Company name and logo **DISPLAYED** on the **OPENING GENERAL SESSION POWERPOINT**
- ✓ Access to **THREE ROOMS TOTAL** in the group room block, until group block is full. Your organization is responsible for payment of hotel reservations and cancellations, if within hotel cancellation policy

SILVER SPONSOR BENEFITS PACKAGE

\$3,000

- ✓ **TWO** conference registrations
- ✓ Designated **SILVER SPONSOR TABLE** in conference pre-function space
- ✓ Listed in the conference program as a **SILVER SPONSOR**
- ✓ Company name and logo **DISPLAYED ON AGENDA, WEBSITE & SIGNAGE**
- ✓ Company name and logo **DISPLAYED** on the **OPENING GENERAL SESSION POWERPOINT**
- ✓ Access to **TWO ROOMS TOTAL** in the group room block, until group block is full. Your organization is responsible for payment of hotel reservations and cancellations, if within hotel cancellation policy

BRONZE SPONSOR BENEFITS PACKAGE

\$1,500

- ✓ **ONE** conference registration
- ✓ Designated **BRONZE SPONSOR TABLE** in conference pre-function space
- ✓ Company name and logo **DISPLAYED ON AGENDA, WEBSITE & SIGNAGE**
- ✓ Company name and logo **DISPLAYED** on the **OPENING GENERAL SESSION POWERPOINT**
- ✓ Access to **ONE ROOM** in the group room block, until group block is full. Your organization is responsible for payment of hotel reservations and cancellations, if within hotel cancellation policy

*ANY ADDITIONAL CONFERENCE REGISTRATION BADGES ARE \$100 PER REPRESENTATIVE.



SPONSORSHIP UPGRADES

HOSTING OPPORTUNITIES

WELCOME RECEPTION

EXCLUSIVE SPONSORSHIP

\$7,000

Contribution

The Welcome Reception provides the opportunity for attendees to kick back and relax while visiting with fellow county colleagues. Your representatives are encouraged to greet attendees as they enter the break area and place company materials or literature on the tables. Your company will be recognized for your contribution with its name and logo listed on event signage, as well as designated as the reception host in the conference agenda.

- Includes all benefits included in **PLATINUM SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)
- Introduce the Welcome Reception and welcome attendees

THURSDAY EVENING EVENT

EXCLUSIVE SPONSORSHIP

\$7,000

Contribution

Network and engage with your prospective clients at our evening event. Company representatives are encouraged to greet and socialize alongside attendees. Your company will be recognized on signage, in the conference program and at the event.

- Includes all benefits included in **PLATINUM SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)
- Network and socialize with attendees

AUDIOVISUAL SUPPORT

EXCLUSIVE SPONSORSHIP

\$7,000

Contribution

As the conference's audiovisual sponsor, your company's name and brand will be highly visible throughout the duration of the three-day conference. Your company name and logo will be showcased on signage outside every meeting room, listed in the program, and included on the pre-session PowerPoint for each session. Your contribution will help to provide a screen, projector, laptop and audio connection for each session.

- Includes all benefits included in **PLATINUM SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)
- Company name and brand highly visible throughout conference

HOSTING OPPORTUNITIES (CONTINUED)

WEDNESDAY, THURSDAY OR FRIDAY BREAKFAST

EXCLUSIVE SPONSORSHIP

\$6,000

Contribution

The breakfasts each morning are a great opportunity to visit with attendees over a meal. Your representatives are encouraged to greet attendees as they enter the breakfast room and place company materials or literature on the tables. Your company will be recognized for its contribution with its name and logo listed on event signage, as well as designated as a breakfast host in the conference agenda.

- Includes all benefits included in **PLATINUM SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)

WEDNESDAY OR THURSDAY BREAKS

EXCLUSIVE SPONSORSHIP

\$4,750

Contribution

The breaks provide the opportunity to mix and mingle with attendees in between education sessions. Your representatives are encouraged to greet attendees as they enter the break area and place company materials or literature on the tables. Your company will be recognized for its contribution with its name and logo listed on event signage, as well as designated as a break host in the conference agenda.

- Includes all benefits included in **GOLD SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)

WEDNESDAY OPENING KEYNOTE OR FRIDAY CLOSING KEYNOTE SPEAKER

EXCLUSIVE SPONSORSHIP

\$4,750

Contribution

Sponsor our opening or closing keynote speaker and have the opportunity to introduce the speaker in front of your prospective clients! Your representatives are encouraged to greet attendees as they enter the room and place company materials or literature on the tables. Your company will also be recognized for its contribution with its name and logo listed on event signage, as well as designated as the keynote host in the conference agenda.

- Includes all benefits included in **GOLD SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)

HOSTING OPPORTUNITIES (CONTINUED)

BRANDED PHONE-CHARGING STATIONS

EXCLUSIVE SPONSORSHIP

\$4,000

Contribution

Make your brand name and logo a frequent sight at the conference by sponsoring the event phone-charging stations. Phone-charging stations will appear throughout the venue for attendees, and your brand name and logo will appear prominently on the stations. Sponsorships that require a company logo to be printed on multiple items are final upon receipt of payment.

- Includes all benefits included in **SILVER SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)



BRANDED CONFERENCE MATERIAL

VIRTUAL CONFERENCE PLATFORM EXCLUSIVE SPONSORSHIP

\$4,750
Contribution

Make your company's brand highly visible on the virtual conference platform to all of our virtual attendees. Your company's logo will be a prominent brand featured to our virtual attendees. Sponsorships that require a company logo to be printed are final upon receipt of payment.

- Includes all benefits included in **GOLD SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)

CONFERENCE GIVEAWAY EXCLUSIVE SPONSORSHIP

\$4,000
Contribution

Promote your company logo on our one-of-a-kind conference giveaway item that will be distributed to all attendees at the conference. Sponsorships that require a company logo to be printed are final upon receipt of payment.

- Includes all benefits included in **GOLD SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)

CONFERENCE AGENDA-AT-A-GLANCE EXCLUSIVE SPONSORSHIP

\$3,000
Contribution

Your company logo will be prominently displayed on the cover of the agenda-at-a-glance, the most popular printed piece at the conference. Conference attendees can conveniently carry the agenda-at-a-glance in their pocket or name badge holder and reference it several times per day at the event. Sponsorships that require a company logo to be printed on multiple items are final upon receipt of payment.

- Includes all benefits included in **SILVER SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)

BRANDED CONFERENCE MATERIAL

CONFERENCE PROGRAM EXCLUSIVE SPONSORSHIP

\$3,000
Contribution

Your company's name and logo will be featured in a full-page ad in the conference program, the official reference guide to the entire program of events, often referenced several times per day by attendees. The conference program will be distributed at registration and will be used throughout the conference. Sponsorships that require a company logo to be printed on multiple items are final upon receipt of payment.

- Includes all benefits included in **SILVER SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)

ATTENDEE NAME BADGES EXCLUSIVE SPONSORSHIP

\$1,500
Contribution

Promote your company to hundreds of attendees each day of the conference by sponsoring attendee name badges, a valuable commodity and an essential resource for networking. Name badges will be distributed at the registration desk for every attendee and sponsor. Sponsorships that require a company logo to be printed on multiple items are final upon receipt of payment.

- Includes all benefits included in **BRONZE SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)

BRANDED CONFERENCE LANYARD EXCLUSIVE SPONSORSHIP

\$1,500
Contribution

Make your company's brand a highly visible fixture throughout the conference by sponsoring the event's name badge lanyards. Your company's logo will be branded onto the name badge lanyards, which are distributed to all attendees at registration. Sponsorships that require a company logo to be printed on multiple items are final upon receipt of payment.

- Includes all benefits included in **BRONZE SPONSORSHIP BENEFITS PACKAGE** (listed on Page 5)

2024 County Technology Conference Sponsorship Opportunities Form

Email form to **rachelk@county.org**. To ensure your recognition, please include a JPEG or EPS version of your company logo when you return the form.

COMPANY NAME: _____
This is how your company name will appear on signage and in the program.

CONTACT PERSON: _____ TITLE: _____
This is the contact from your company regarding this sponsorship.

ADDRESS: _____ CITY/STATE/ZIP: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

AUTHORIZED BY: _____ TITLE: _____

SIGNATURE: _____ DATE: _____
Agreement form must be signed in order to reserve sponsorship.

LIST FREE CONFERENCE REGISTRATIONS (Platinum/4 Free; Gold/3 Free; Silver/2 Free; Bronze/1 Free)
Additional registrations are \$100 per representative.

NAME: _____ TITLE: _____

NAME: _____ TITLE: _____

NAME: _____ TITLE: _____

NAME: _____ TITLE: _____

NAME: _____ TITLE: _____

NAME: _____ TITLE: _____

PAYMENT REGULATIONS: Payment to secure sponsorship must be received within 45 days of receiving the first invoice. All sponsors must have payment in by **MARCH 15, 2024**. Checks payable to Texas Association of Counties Technology Conference, P.O. Box 2131, Austin, TX 78768.

CANCELLATIONS: Sponsorship cancellations must be made in writing before **APRIL 1, 2024**, to receive a 50% refund. Any sponsorship that requires a company logo to be printed on a promotional item or on print pieces will be final upon receipt of payment, and cancellations are not permitted. Sponsors canceling after April 1 are responsible for payment in full or may jeopardize future sponsorship opportunities.

2024 County Technology Conference Sponsorship Opportunities Form

Please select each opportunity you would like to sponsor. All sponsorships will be assigned on a first-come, first-served basis. Rachel Kucera will contact you to confirm your selections.

SELECTION	SPONSORSHIP OPPORTUNITY	CIRCLE SPONSORSHIP LEVEL	COST
	Wednesday Breakfast	Platinum	\$6,000
	Wednesday Keynote Speaker	Gold	\$4,000
	Wednesday Breaks	Gold	\$4,750
	Welcome Reception	Platinum	\$7,000
	Thursday Breakfast	Platinum	\$7,000
	Thursday Breaks	Gold	\$4,750
	Thursday Evening Event	Platinum	\$7,000
	Friday Breakfast	Platinum	\$6,000
	Closing General Session Speaker	Gold	\$4,750
	Conference Agenda at a Glance	Silver	\$3,000
	Conference Program	Silver	\$3,000
	Audiovisual Support (3-day conference)	Platinum	\$7,000
	Badges	Bronze	\$1,500
	Virtual Conference Platform	Gold	\$4,750
	Conference Giveaway item	Gold	\$4,000
	Conference Lanyard	Bronze	\$1,500
	Phone-Charging Stations	Gold	\$4,000
	Non Specific	Bronze	\$1,500
	Non Specific	Silver	\$3,000
	Non Specific	Gold	\$4,750
	Non Specific	Platinum	\$7,000



TEXAS ASSOCIATION *of* COUNTIES

Phone: (512) 478-8753 | Visit: www.county.org
Address: P.O. Box 2131 · Austin, TX 78768