



TEXAS ASSOCIATION *of* COUNTIES LEGISLATIVE CONFERENCE

August 28-30, 2024 · Fairmont Austin Hotel · Austin, TX

Sponsorship Opportunities

Conference Overview

The Texas Association of Counties Legislative Conference is the largest gathering of county officials and key personnel in the nation. Exhibitors at the 2024 TAC Legislative Conference have an exciting opportunity to promote their company's products and services to the decision-makers in county government. But increasing your company's visibility doesn't have to end there.

TAC's unparalleled sponsorship program is designed to provide more exposure and maximum recognition to sponsors -- before, during, and after the conference. The program helps organizations raise their profile with Texas county officials and their staff.

We're proud to offer many of your favorite sponsorship opportunities.

The TAC Legislative Conference will be hosted at the Fairmont in Austin located at 101 Red River Street, Austin, Texas 78701. The event is expected to draw hundreds of county officials and staff from across the state for professional development and networking.

- **ENHANCE** your company's visibility.
 - **PROMOTE** name recognition among county officials and staff.
 - **DEMONSTRATE** your support for county government.
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Questions about the Conference or Sponsorships

Deanna Auert, Manager of TAC Programs & Education Services

Texas Association of Counties | www.county.org

P.O. Box 2131 · Austin, TX 78768

Phone: (512) 478-8753 | Email: Please scan in documents and email to [Deanna Auert](mailto:Deanna.Auert@tacounty.org)

Questions about Exhibitor Opportunities

Sarah Lazarowitz, Project Manager

County Progress | www.countyprogress.com

Phone: (325) 673-4822, ext. 121 | Fax: (325) 677-2631

Email: slazarowitz@zacpubs.com



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Benefits of Sponsorship

Platinum Sponsor Benefits Package: \$8,000

- One 8'x20' Exhibit Booth
- Six conference registrations.
- **Access to 6 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.
- Listed in conference program as a Platinum Sponsor.
- Company name and logo displayed on signage.
- Company name and logo displayed on the opening general session PowerPoint.
- 30% off the cost of advertising in any issue of County magazine for a year. For more information, [click here](#) for the County magazine contract.

Gold Sponsor Benefits Package: \$5,500

- One 8'x20' Exhibit Booth
- Four conference registrations.
- **Access to 4 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.
- Listed in the conference program as a Gold Sponsor.
- Company name and logo displayed on signage.
- Company name and logo displayed on the opening general session PowerPoint.
- 30% off the cost of advertising in any issue of County magazine for a year. For more information, [click here](#) for the County magazine contract.

Silver Sponsor Benefits Package: \$4,000

- One 8'x10' Exhibit Booth
- Three conference registrations.
- **Access to 3 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.
- Listed in the conference program as a Silver Sponsor.
- Company name and logo displayed on signage.
- Company name and logo displayed on the opening general session PowerPoint.

Bronze Sponsor Benefits Package: \$2,000

- One 8'x10' Exhibit Booth
- Three conference registrations.
- **Access to 3 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.
- Company name and logo displayed on signage.
- Company name and logo displayed on the opening general session PowerPoint.

Supporter: \$750

- Presented in the conference program as a Conference Supporter.



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Exclusive Meet and Mingle | Exclusive Sponsorship

Contribution: \$5,500

Spend even more time with the attendees! On opening day, the agenda offers exclusive time for vendors to connect with attendees. The Exhibit Hall is open Wednesday, during peak registration hours, Noon – 2 p.m. Host the F&B break in the exhibit hall and greet attendees as they arrive.

- Gold Sponsor Benefits Package
- Company logo displayed on screen during general session, on event signage and in conference program.
- For recognition, please include a JPEG or EPS version of your company logo when you return the form.

~~Exhibit Hall Welcome Reception | Exclusive Sponsorship~~

~~**Contribution: \$6,500**~~

~~This event is the opportunity for attendees to kick back and relax while visiting the exhibit hall. Host the F&B break in the exhibit hall and greet attendees as they arrive. Recognition for your contribution will be listed on signage and in the conference agenda.~~

- ~~• Gold Sponsor Benefits Package~~
- ~~• For recognition, please include a JPEG or EPS version of your company logo when you return the form.~~

Thursday Breakfast | Exclusive Sponsorship

Contribution: \$5,500

Start the morning off right and wake the attendees with coffee and breakfast. Your organization will be recognized on conference signage at the event and in the conference program.

- Gold Sponsor Benefits Package
- For recognition, please include a JPEG or EPS version of your company logo when you return the form.

~~Thursday Networking Lunch | Exclusive Sponsorship~~

~~**Contribution: \$3,000**~~

~~The way to your clients' heart is through the food! Your organization will be recognized on signage, in the conference program, and at the event. Company representatives are encouraged to greet attendees as they enter the lunchroom and place company materials or literature on the tables.~~

- ~~• Bronze Sponsor Benefits Package~~
- ~~• For recognition, please include a JPEG or EPS version of your company logo when you return the form.~~



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Friday Breakfast | Exclusive Sponsorship

Contribution: \$5,500

Host Friday morning's hot breakfast buffet before the closing general session. Your organization will be recognized on conference signage, in the conference program and at the event.

- Gold Sponsor Benefits Package
- For recognition, please **include a JPEG or EPS version of your company logo when you return the contract.**

Keynote Speaker | Exclusive Sponsorship

Contribution: \$5,500

Everyone attending the conference is invited to sit in on the opening general session. The kick-off event will feature a keynote speaker who will provide the audience with a relevant message. Your company logo will be shown on screen during the opening lunch, and on signage for the event. Sponsoring the opening general session is a great opportunity to get your company name noticed at the beginning of the conference.

- Gold Sponsor Benefits Package
- For recognition, please **include a JPEG or EPS version of your company logo when you return the contract.**

~~Conference Agenda at a Glance | Exclusive Sponsorship~~

~~**Contribution: \$3,500**~~

~~The agenda at a glance is 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. Sponsorships that require a company logo to be printed on multiple items are final upon receipt of payment.~~

- ~~• Bronze Sponsor Benefits Package~~
- ~~• For recognition, please **include a JPEG or EPS version of your company logo when you return the form.**~~

Conference Program | Exclusive Sponsorship

Contribution: \$3,500

The conference program is the official reference guide to the entire program of events. The conference program will include your company's name and logo in a full-page ad. 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.

- Bronze Sponsor Benefits Package
- For recognition, please **include a JPEG or EPS version of your company logo when you return the form.**



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Thursday Breaks | Exclusive Sponsorship

Contribution: \$8,000

Choose to sponsor a day of refreshment breaks, including the very popular ice cream social. Refreshments will be given out in the exhibit hall on Thursday, both morning and afternoon. Signage will be provided with your company name and logo at break stations and on the program agenda. Sponsorships that require a company logo to be printed on purchased items are final upon receipt of payment.

- Gold Sponsor Benefits Package for one break
- Platinum Sponsor Benefits Package for two breaks plus beverage napkins with company logo printed.
- For recognition, please **include a JPEG or EPS version of your company logo when you return the form.**

Audio Visual Support | Exclusive Sponsorship

Contribution: \$8,000 (3-day conference)

This sponsorship offers an excellent opportunity to be recognized as the audio-visual sponsor. Each session is provided a screen, projector, laptop, and audio connection. 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.

- Bronze Sponsor Benefits Package for one day
- Gold Sponsor Benefits Package for two days
- Platinum Sponsor Benefits Package for three days
- For recognition, please **include a JPEG or EPS version of your company logo when you return the form.**

~~Badges | Exclusive Sponsorship~~

~~**Contribution: \$2,500**~~

~~Sponsor the official conference name badge and promote your company to hundreds of attendees each day of the conference. Badges are a valuable commodity and an essential resource for networking. Badges will be distributed at the registration desk. Don't miss this opportunity to create exposure for your company and make your presence known. Sponsorships that require a company logo to be printed on multiple items are final upon receipt of payment.~~

- ~~• Bronze Sponsor Benefits Package~~
- ~~• For print recognition, please **include a JPEG or EPS version of your company logo when you return the form.**~~



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~~Shoeshine Chair | Exclusive Sponsorship~~

~~Contribution: \$2,000~~

~~This is an opportunity to sponsor the shoeshine chair in the TAC booth. Signage will be provided next to the chair with your company name and logo.~~

- ~~• Bronze Sponsor Benefits Package~~
- ~~• For print recognition, please include a JPEG or EPS version of your company logo when you return the form.~~

Conference Packet Inserts | Open to All

Contribution: \$250 per insert

Be one of the first advertisements attendees will see by including an insert in the conference packet. This is an opportunity to get your name and message to all attendees. All inserts must be printed on their own and delivered to the TAC office by August 1, 2024. Please send to **Deanna Auert | Legislative Conference**
| P.O. Box 2131 | Austin, TX 78768

- Quantity needed for 2024 – 800 pieces.



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Sponsorship Agreement Form

Scan form and email to deannaa@county.org

For print 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 program.

Contact Person: _____ **Title:** _____

This is the contact regarding this sponsorship.

Address: _____ City/State/Zip: _____

Telephone: _____ Fax: _____

E-Mail: _____

Authorized By: _____ Title: _____

Signature: _____ Date: _____

(Agreement Form must be signed in order to reserve sponsorship)

List Free Conference Registrations (Platinum/6 Free; Gold/4 Free; Silver/3 Free; Bronze/3 Free)

Additional Registrations are \$100.00 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 July 15, 2024. Checks payable to **Texas Association of Counties Legislative Conference | P.O. Box 2131 | Austin, TX 78768.**

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



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Please select each opportunity you would like to sponsor. All multiple and exclusive sponsorships will be assigned on a first-come, first-serve basis. Deanna Auert will contact you to confirm your selections.

Selection	Sponsorship Opportunity	Circle Sponsorship Level	Cost
	Exhibit Hall Meet and Greet	Exclusive	\$5,500
	Exhibit Hall Reception	Exclusive	\$6,500
	Thursday Breakfast	Exclusive	\$5,500
	Thursday Lunch	Exclusive	\$3,000
	Friday Breakfast	Exclusive	\$5,500
	Keynote Speaker	Exclusive	\$5,500
	Conference Agenda at a Glance	Exclusive	\$3,500
	Conference Program	Exclusive	\$3,500
	Thursday Breaks	Exclusive	\$8,000
	Audio Visual Support (3-day conference)	Exclusive	\$8,000
	Badges	Exclusive	\$2,500
	Shoeshine Chair	Exclusive	\$2,000
	Conference Packet Insert	Unlimited	\$250 per insert
	Bronze Sponsor: Non-Specific		\$2,000
	Silver Sponsor: Non-Specific		\$4,000
	Gold Sponsor: Non-Specific		\$5,500
	Platinum Sponsor: Non-Specific		\$8,000