

SPONSORSHIP OPPORTUNITIES

2025

**LEGISLATIVE
CONFERENCE**

STRONGER ★ TOGETHER

August 27 - August 29, 2025





LEGISLATIVE CONFERENCE

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 2025 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 Hotel in Austin at 101 Red River St., 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.

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.
- **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.

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 deannaa@county.org.

ABOUT EXHIBITOR OPPORTUNITIES

Becky Frost,
Project Manager
County Progress | www.countyprogress.com
Phone: (325) 673-4822, x2122
Email: bfrost@zacpubs.com



BENEFITS OF SPONSORSHIP

PREMIER PARTNER BENEFITS PACKAGE

\$20,000

- Mini-presentation (refer to page 6 for further details).
- One 8-by-20-foot Exhibit Booth
- Eight conference registrations.
- Access to eight 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.
- High-visibility listing in conference program as a Premier Partner.
- Company name and logo prominently displayed on website, signage, and general session PowerPoints.

GOLD SPONSOR BENEFITS PACKAGE

\$12,000

- One 8-by-20-foot Exhibit Booth
- Six conference registrations.
- Access to six 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.
- Prominent listing in conference program as a Gold Sponsor.
- Company name and logo displayed on signage and general session/breakouts PowerPoints.

SILVER SPONSOR BENEFITS PACKAGE

\$8,000

- One 8-by-10-foot Exhibit Booth
- Four conference registrations.
- Access to four 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.
- Recognized in the conference program as a Silver Sponsor.
- Company name and logo displayed on signage and general session/breakouts PowerPoints.

BRONZE SPONSOR BENEFITS PACKAGE

\$4,000

- One 8-by-10-foot Exhibit Booth
- Three conference registrations.
- 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.
- Listed in the conference program as a Bronze Sponsor.
- Company name and logo displayed on signage and general session/breakouts PowerPoints.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

\$20,000 CONTRIBUTION OPTION

This option includes all benefits in the Premier Partner Benefits Package.

PREMIER PARTNER MINI-PRESENTATIONS

As a Premier Partner Sponsor, you will enjoy exclusive opportunities to elevate your brand and engage with attendees in meaningful ways. One of the key benefits of this sponsorship is a 10-minute presentation during a conference break, giving you direct access to your target audience in a focused setting.

To ensure your presentation makes a strong impact, we will provide a stage and full presentation package, creating a professional and engaging platform for you to showcase your company's offerings. This unique opportunity allows you to stand out and capture the attention of attendees in a way that is both enticing and memorable.

- Feature your company materials or literature on each attendee's chair.

\$12,000 CONTRIBUTION OPTIONS

This option includes all benefits in the Gold Sponsor Benefits Package.

WI-FI

Make your brand name the conference Wi-Fi network name for attendees. Attendees will be using an app during the conference and will need to connect to wi-fi to access the app, keeping your brand top of mind.

EXHIBIT HALL WELCOME RECEPTION*

This event offers attendees a chance to unwind and explore the exhibit hall. As the host of the reception, you'll have the opportunity to network with attendees as they kick off the conference.

- Feature your company logo on beverage napkins and koozies for enhanced brand visibility.

CONFERENCE ATTENDEE APP

Make your company's brand highly visible to all of our in-person attendees on the conference attendee app. Your company's logo will be a prominent brand featured to our in-person attendees.

KEYNOTE SPEAKER

All conference attendees are invited to the opening general session, featuring a keynote speaker who will deliver a relevant and impactful message. As the sponsor, you'll have the opportunity to introduce the speaker in front of your potential clients, offering excellent visibility for your company. Sponsoring the opening session is a prime opportunity to showcase your brand at the very start of our premier event.

- Your company logo will be displayed on the screen, and a 60-second video provided by your company will play before the opening session.
- Feature your company materials or literature on the tables.

THURSDAY BREAKS*

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.

- Feature your company logo on beverage napkins, coffee sleeves and ice cream bowls at the break stations for enhanced brand visibility.

*Sponsorships that require a company logo to be printed on multiple items are final upon receipt of payment.



\$8,000 CONTRIBUTION OPTIONS

This option includes all benefits in the Silver Sponsor Benefits Package.

EXCLUSIVE MEET AND MINGLE*

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 beverage breaks in the exhibit hall and greet attendees as they arrive.

- Feature your company logo on beverage napkins displayed at the break stations for enhanced brand visibility.

CONFERENCE PROGRAM*

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.

\$6,000 CONTRIBUTION OPTIONS

This option includes all benefits in the Bronze Sponsor Benefits Package.

CONFERENCE AGENDA AT A GLANCE*

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.

CUSTOM HOTEL ROOM KEY CARD*

With the Room Key Card Sponsorship, your company logo will be prominently featured on the hotel keycards used by all attendees to access their rooms throughout the conference. This exclusive opportunity ensures that your brand is in attendees' hands multiple times a day, providing continuous visibility and reinforcing your company's presence in a unique and memorable way.

CONFERENCE NAME BADGES*

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.



\$4,000 CONTRIBUTION OPTIONS

This option includes all benefits in the Bronze Sponsor Benefits Package.

SHOESHINE CHAIR

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.

*Sponsorships that require a company logo to be printed on multiple items are final upon receipt of payment.

2025 LEGISLATIVE CONFERENCE

SPONSORSHIP OPPORTUNITIES FORM

Email form 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 the program.

CONTACT PERSON: _____ **TITLE:** _____
This is the contact 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
(Premier/8 Incl.; Gold/6 Incl.; Silver/4 Incl.; Bronze/3 Incl.) Additional registrations are \$100 per representative.

NAME: _____ **TITLE:** _____

NAME: _____ **TITLE:** _____

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, 2025. 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, 2025, 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 canceling after July 1 are responsible for payment in full or may jeopardize future sponsorship opportunities.

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

SELECTION	SPONSORSHIP OPPORTUNITY	CIRCLE SPONSORSHIP LEVEL	COST
	Premier Partner Mini-Presentations	Exclusive	\$20,000
	Wi-Fi	Exclusive	\$12,000
	Conference Attendee App	Exclusive	\$12,000
	Exhibit Hall Welcome Reception	Exclusive	\$12,000
	Keynote Speaker	Exclusive	\$12,000
	Thursday Breaks	Exclusive	\$12,000
	Exclusive Meet and Mingle	Exclusive	\$8,000
	Conference Program	Exclusive	\$8,000
	Conference Agenda at a Glance	Exclusive	\$6,000
	Custom Hotel Room Key Card	Exclusive	\$6,000
	Conference Name Badges	Exclusive	\$6,000
	Shoeshine Chair	Exclusive	\$4,000
	Premier Partner	Non-Specific	\$20,000
	Gold Sponsor	Non-Specific	\$12,000
	Silver Sponsor	Non-Specific	\$8,000
	Bronze Sponsor	Non-Specific	\$4,000

TEXAS ASSOCIATION *of* COUNTIES

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P.O. Box 2131 • Austin, TX 78768