



**SPONSORSHIP OPPORTUNITIES**

**2026  
LEGISLATIVE  
CONFERENCE**

**STRONGER ★ TOGETHER**

**August 26-28, 2026**





# 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 2026 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 over 600 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.



## ABOUT TAC

TAC was established in 1969 by its members — Texas county officials. During 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.

## 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.

## QUESTIONS

### ABOUT THE CONFERENCE OR SPONSORSHIPS

**Deanna Auert,**  
Deputy Director of Education,  
Event & Affiliate Services  
Texas Association of Counties | [www.county.org](http://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](mailto:deannaa@county.org).

### ABOUT EXHIBITOR OPPORTUNITIES

**Becky Frost,**  
Project Manager  
County Progress | [www.countyprogress.com](http://www.countyprogress.com)  
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# BENEFITS OF SPONSORSHIP

## **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

# \$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.

### 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.

### 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.

### 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.

### 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.

\*Sponsorships that require a company logo to be printed on 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.

### 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.



**\$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 product for the 2026 Legislative Conference. It provides an essential resource for attendees to quickly find the agenda at a glance on their mobile devices.

**SOLD OUT**

**\$4,000**

## CONTRIBUTION OPTIONS

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

### CONFERENCE NAME BADGES\*

Sponsor the official conference name badge and promote your company. Hundreds of attendees will see each of your Conference Badges at a valuable opportunity 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.

**SOLD OUT**

### 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 items are final upon receipt of payment.

# 2026 LEGISLATIVE CONFERENCE

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

(Gold/6 Incl.; Silver/4 Incl.; Bronze/3 Incl.) Additional registrations are \$100 per representative.

**NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

**NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

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**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, 2026. 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, 2026, 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 July 1 are responsible for payment in full or may jeopardize future sponsorship opportunities.

# SPONSORSHIP OPPORTUNITIES FORM

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	COST
	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
	Custom Hotel Room Key Card	Exclusive \$8,000
	Conference Agenda at a Glance	Exclusive \$6,000
	Conference Name Badges	Exclusive \$6,000
	Shoeshine Chair	Exclusive \$4,000
	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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