



TAB Sponsorship Opportunities

2021 Annual Policy Conference & Best Companies to Work for in Texas Gala
 October 4, 2021 | Fairmount Austin

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SPONSOR LEVEL & COST	PRINTED MATERIALS	WEBSITE & EMAILS	TICKETS TO VIP RECEPTION	AD IN EVENT PROGRAM	POLICY CONFERENCE REGISTRATIONS	BEST COMPANIES GALA SEATS	ADDITIONAL OPPORTUNITIES
Premier Sponsor \$50,000 <i>Exclusive</i>	Sponsor Logo on Program & Sponsor's Table Sign	Logo Linked to Sponsor Website	16	Full Page	16	16 (two reserved tables of 8)	<ul style="list-style-type: none"> Distribute marketing material to conference attendees, in attendee bag* Introduce keynote speaker Provide commercial to play during opening general session
Elite Sponsor \$25,000 <i>2 non-competing companies only</i>	Sponsor Logo on Program & Sponsor's Table Sign	Logo Linked to Sponsor Website	8	Full Page	8	8 (one reserved table of 8)	<ul style="list-style-type: none"> Distribute marketing material to conference attendees, in attendee bag* Provide commercial before luncheon
Platinum Sponsor \$15,000	Sponsor Logo on Program & Sponsor's Table Sign	Logo Linked to Sponsor Website	8	Half Page	8	8 (one reserved table of 8)	<ul style="list-style-type: none"> Distribute marketing material to conference attendees, in attendee bag* Provide commercial to play during refreshment break
Diamond Sponsor \$10,000 <i>Gala Only</i>	Sponsor Logo on Program & Sponsor's Table Sign	Logo Linked to Sponsor Website	8	Half Page		8 (one reserved table of 8)	
Diamond Sponsor \$10,000 <i>Conference Only</i>	Sponsor Logo on Program & Sponsor's Table Sign	Logo Linked to Sponsor Website	8	Half Page	8		<ul style="list-style-type: none"> Distribute marketing material to conference attendees, in attendee bag*

*Sponsor is responsible for provided item. Item must be approved by TAB. Sponsor must deliver giveaway item to TAB HQ by **September 15, 2021**.

**Sponsorship includes production of notebooks. If multiple sponsorships are sold, all sponsors will be imprinted on each notebook. Sponsorship must be sold by August 28, 2021.

† Sponsor responsible for providing 300 tote bags/pens/lanyards. Items must be approved by TAB. Sponsor must deliver lanyards to TAB HQ by **September 15, 2021**.

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Gold Sponsor \$5,000 <i>Gala Only</i>	Sponsor Logo on Program & Sponsor's Table Sign	Logo Linked to Sponsor Website	4			4	
Gold Sponsor \$5,000 <i>Conference Only</i>	Sponsor Logo on Program & Sponsor's Table Sign	Logo Linked to Sponsor Website	4		4		
Photo Booth Sponsor \$5,000 <i>Gala Only Exclusive</i>	Sponsor Logo on Program & Sponsor's Table Sign	Logo Linked to Sponsor Website	4			4	<ul style="list-style-type: none"> • Sponsor logo included on business card containing NEXT STEPS given to each attendee after their photo is taken • Sponsor logo included online Photo Album where attendees will download their photos
Luncheon Sponsor \$4,000 <i>Conference Only</i>	Sponsor signage placed at the lunch site	Logo Linked to Sponsor Website	4		4		<ul style="list-style-type: none"> • Distribute marketing material during lunch or in attendee bag* • Provide commercial to play during lunch
VIP Reception Sponsor \$3,500 <i>Exclusive</i>	Sponsor Logo on Program & Sponsor's Table Sign and on signage in VIP area	Logo Linked to Sponsor Website	4				

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Conference Notebook Sponsor \$3,000	Sponsor Logo on Program & Sponsor's Table Sign and on official conference notebooks**	Logo Linked to Sponsor Website	2		2		
Conference Attendee Bag Sponsor \$1,500 <i>Exclusive</i>	Sponsor logo on conference signage and the option to provide tote bags to be provided to attendees†	Logo Linked to Sponsor Website	2		2		<ul style="list-style-type: none"> • Provide a giveaway item in attendee bag*
Conference Refreshment Break Sponsor \$1,000	Sponsor logo on signage at the refreshment break site	Logo Linked to Sponsor Website	2		2		<ul style="list-style-type: none"> • Provide a giveaway item in attendee bag*
Conference Lanyard Sponsor \$1,000 <i>Exclusive</i>	Sponsor name on lanyard†	Logo Linked to Sponsor Website	2		2		
Pen Sponsor \$1,000 <i>Exclusive</i>	Sponsor logo on pen†	Logo Linked to Sponsor Website	2		2		

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