

SPONSORSHIP OPPORTUNITIES 2021

Texas
Society of
Architects

OVERVIEW



ABOUT OUR ANNUAL CONFERENCE AND DESIGN EXPO

The TxA Annual Conference and Design Expo is an intensive three-day experience drawing more than 3,000 industry professionals each year. Our wide range of engaging and timely educational sessions, tours, and events provide architects with a unique opportunity to fulfill their required credits for licensure, network with colleagues and vendors, and leave recharged and inspired for the year ahead.

Held on the first two days of the Conference, the TxA Design Expo is the premier architectural products showcase in the Southwest. With approximately 300 booths, our two-day show offers a variety of the highest quality architectural products and services on the market.

ABOUT TXA

The Texas Society of Architects (TxA) is a state component of the American Institute of Architects (AIA). Founded in 1939, we are one of the nation's largest organizations of architectural professionals, with 17 regional chapters and more than 6,800 members. Our mission is to be the voice for Texas architecture, supporting the creation of safe, beautiful, sustainable environments.

Representing more than 12 percent of the AIA National membership, TxA continues to be one of the largest and strongest state components.

WHY PARTNER WITH US

As the voice for Texas architecture, TxA seeks to maintain the profession and foster growth, progress, and recognition for architecture statewide and throughout the Southwest. By partnering with us, you send a clear message that you support safe, beautiful, and sustainable environments.

Enclosed, you'll find sponsorship opportunities that cater to all marketing needs and provide year-round exposure and ongoing industry involvement.

YEAR-ROUND EXPOSURE

In addition to our Annual Conference and Design Expo, TxA has other events and activities throughout the year that allow you to market to your target audience. From our Annual Design Conference, to TAC, our government relations program, to TAF, our scholarship organization, your company can support Texas architecture in a variety of capacities beyond our Annual Conference and Design Expo.

NEW OPPORTUNITIES

TxA has conducted extensive research in order to optimize our sponsorship opportunities. We've found that just as each of our partners' business models is unique, so is their preference when it comes to allocating their marketing dollars.

As a result, TxA sponsorship packages now offer both a base level of proven sponsorship benefits, as well as flexible benefits to allow your company to tailor your visibility. Whether you prefer to focus on education, networking, the industry, or special events, TxA offers a range of opportunities in your budget for maximizing your marketing dollars.

SPONSORSHIP PACKAGES

TITLE SPONSORSHIPS

Levels \$50,000 | \$40,000 | \$35,000

Title Sponsorships include exclusive branding recognition and a selection of robust opportunities to connect not only with our membership, but also to the architecture industry throughout the year. These benefits have been designed to optimize your marketing dollars by providing a diverse range of networking, educational, and industry opportunities. In addition to receiving a base level of proven benefits, Title sponsors can further customize their partnership; visit with Tod Stehling.

YEAR-ROUND EXPOSURE

- » Design Awards
- » Honor Awards
- » Studio Awards
- » Board Meetings
- » TxA Meetings at the AIA National Conference
- » Trailbreak Reception at the AIA National Conference

SPECIALIZED OPPORTUNITIES

Levels \$30,000 | \$20,000 | \$10,000
\$7,500 | \$5,000

In addition to receiving a base level of proven benefits, sponsors have the opportunity to customize their partnership with focused items in collaboration with Tod Stehling, including annual Conference opportunities.

EDUCATION SPONSORSHIPS provide targeted benefits for companies looking to align themselves as supporters of ongoing architectural education. This category provides niche opportunities at our Annual Conference and Design Expo, the second largest provider of CE credits for architectural professionals in the nation (following AIA National).

NETWORKING SPONSORSHIPS provide companies the opportunity to support and host events and activities that promote peer/colleague interaction. This category offers niche marketing with a networking focus via our Annual Conference and Design Expo.

INDUSTRY SPONSORSHIPS offer opportunities for companies looking to showcase their products and services to our members both at our Annual Conference and Design Expo, and throughout the year.

ALTERNATIVE SPONSORSHIPS

Levels \$5,000 | \$3,000

Alternative Sponsorships allow companies to reach a select segment of our membership by sponsoring any one of several events or activities throughout the year. Alternative sponsors receive recognition on all print and digital marketing materials pertaining to the sponsored event/activity.

ALTERNATIVE SPONSORSHIP CATEGORIES

- » Annual Design Conference
- » Annual Practice & Prosperity Conference
- » Texas Architects Committee (TAC)
- » Texas Architectural Foundation (TAF)
- » Expo Luncheon Co-Sponsorship
- » All-Member Party Co-Sponsorship
- » Student Competitions
- » Networking Receptions
- » VIP Lounges
- » Attendee Ticket Bundles
- » Conference Mobile App
- » Design Awards Display Boards
- » Design Expo Demos live on social media

CONFERENCE OPPORTUNITIES

ANNUAL CONFERENCE OPPORTUNITIES

SIGNAGE

Company logo

- » Annual Conference Name Badges
- » CE Classrooms
- » On-Site Registration Area
- » General Sessions
- » Lanyards
- » Tote Bags
- » VIP Swag Bag Items

EVENTS

Company logo & verbal recognition

- » Fellows Luncheon
- » Gallery Soirée
- » Pecha Kucha Style Event
- » EP Party

Company logo

- » All-Member Party
- » Recharge Zone
- » Refreshment Breaks



CONTACT

Tod Stehling

Expo & Development Director
tel 512 615 7745

Texas Society of Architects

The Voice for Texas Architecture

500 Chicon Street
Austin, Texas 78702
texasarchitects.org

Company Information

Contact Person _____
 Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Email _____ Phone _____
 Website _____

Texas Society of Architects (TxA) Sponsorship Opportunities

TITLE Limited to one sponsor per price level	SPECIALIZED OPPORTUNITIES Multiple sponsorships available per price level		ALTERNATIVE SPONSORSHIPS Focused opportunities	
<input type="checkbox"/> \$50,000	<input type="checkbox"/> \$30,000	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$3,000
<input type="checkbox"/> \$40,000	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$5,000		
<input type="checkbox"/> \$35,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> Other		

2021 Conference Sponsorship Opportunities

Individual Conference Networking Refreshment Break – \$5,000

Payment Information

Full payment is due within thirty (30) days following the completion of this application.

TxA Sponsorship \$ _____
 Break Sponsorship \$ _____ (Qty ____)
 Total \$ _____

Payment can be made via: Check (due within 30 days)
 MC Visa Disc Am Ex

Name on Card _____ Billing Zip _____
 Credit Card No. _____ Exp. _____
 Signature _____

Return this form and payment:

Tod Stehling
 Expo & Development Director
 marketing@texasarchitects.org
 fax 512 478 0528
 500 Chicon Street
 Austin, Texas 78702
 tel 512 615 7745
 texasarchitects.org