



# **2021 AGING IN TEXAS CONFERENCE**

**VIRTUAL | AUG. 4-6, 2021**

[agingintexas.org](https://agingintexas.org)

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## **SPONSORSHIP & ADVERTISING OPPORTUNITIES**

## GENERAL INFORMATION

The [Aging in Texas Conference \(AiTC\)](#) provides an excellent opportunity to present your organization as a leader in the vibrant and growing aging and disability service industry. This year's virtual conference will provide you and your organization the opportunity to promote your products and services to more than 300 administrators, service providers, and independent professionals who serve older Texans across the state. Join the conference today!

A wide variety of sponsorship levels are available, including custom packages that can be designed to fit your needs. Registration for sponsorships is available online at <https://TARC.regfox.com/2021aitc>.

## SPONSORSHIP LEVELS AND RATES QUICK GUIDE

| Sponsorship Benefits  | Title<br>\$20K                  | Platinum<br>\$15K         | Gold<br>\$10K          | Silver<br>\$8K    | Bronze<br>\$5K        | Supporting<br>\$2K | Associate<br>\$750/\$1K |
|---|---------------------------------|---------------------------|------------------------|-------------------|-----------------------|--------------------|-------------------------|
| Listing in all conference announcements                                   | X                               | X                         | X                      | X                 | X                     | X                  | X                       |
| Link to organization's site on conference website                         | X                               | X                         | X                      | X                 | X                     | X                  | X                       |
| Acknowledgement in virtual conference program                             | X                               | X                         | X                      | X                 | X                     | X                  | X                       |
| Opportunity to lead breakout session introductions                        | X                               | X                         | X                      | X                 | X                     | X                  | X                       |
| Sponsor recognition email   | Individual                      | Individual                | Individual             | Shared            | Shared                | Shared             | Shared                  |
| Complimentary registration(s)   | 6                               | 5                         | 4                      | 3                 | 3                     | 2                  | 1                       |
| Ad in conference program  | Full-Page<br>Inside Front Cover | Full-Page                 | Half-Page              | Half-Page         | Quarter-Page          | Quarter-Page       | Quarter-Page            |
| Exclusive event sponsorship, virtual sign recognition and acknowledgement | Welcome General Session         | Closing General Reception | Middle General Session | Welcome Reception | Wake-Up Morning Event |                    |                         |
| Name and logo on promotional item*  | 2 Large Items                   | 1 Large, 1 Small          | 1 Large                | 1 Small           |                       |                    |                         |
| Promotional video or remarks  | 3 Minutes Welcome               | 1 Minute Welcome          | 30 Seconds Closing     |                   |                       |                    |                         |
| Official virtual conference program Sponsor                               | X                               |                           |                        |                   |                       |                    |                         |
| Official 2021 conference awards sponsor                                   | X                               |                           |                        |                   |                       |                    |                         |
| *Promotional item selected from variety of pre-determined items.          |                                 |                           |                        |                   |                       |                    |                         |

# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS AND RATES

### \$20,000 TITLE SPONSOR (1 AVAILABLE)

- Listing in all conference announcements as "Title Sponsor".
- Your organization's name and logo on two conference swag bag large items.
- Opportunity to share up to 3-minute promotional video or welcoming remarks during the opening general session.
- Opportunity to lead breakout session introductions via recording or a live speaker.
- Highlighted as official sponsor of the welcome general session.
- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Official virtual conference program sponsor.
- Full-page full-color ad on the inside cover of the virtual conference program.
- Official conference awards sponsor with virtual signage and acknowledgement.
- Six complimentary registrations.
- A special get to know your "Title Sponsor" email communication and tweet.

### Why sign up to be an AiTC Conference Sponsor?

- It's an excellent opportunity to present your organization as a leader in the vibrant and growing aging and disability service industry.
- Promote your products and services to more than 300 administrators, service providers, and independent professionals who serve older Texans across the state.
- Sponsorship recognition and acknowledgment via the conference website, conference communications, and social media posts.
- Receive complimentary registrations with your sponsorship to join the 2021 Aging in Texas Conference general and breakout sessions.
- Build upon your aging industry knowledge and connect with other individuals who seek to improve the lives of Older Texans'.



# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS AND RATES

### \$15,000 PLATINUM SPONSOR (1 AVAILABLE)

- Listing in all conference announcements as "Platinum Sponsor".
- Your organization's name and logo on two conference swag bag items, one large and one small.
- Opportunity to share up to 3-minute promotional video or welcoming remarks during the opening general session.
- Highlighted as official sponsor of the closing general session.
- Opportunity to lead breakout session introductions via recording or a live speaker.
- Link to your organization's site on the conference website & acknowledgment in the virtual conference program.
- Full-page full-color ad in the virtual conference program.
- Five complimentary registrations.
- A special get to know your "Platinum Sponsor" email communication and tweet.

### \$10,000 GOLD SPONSOR (2 AVAILABLE)

- Listing in all conference announcements as "Gold Sponsor".
- Your organization's name and logo on one large conference swag bag item.
- Opportunity to share up to a 30 second promotional video or closing remarks during the closing general session.
- Highlighted as official sponsors of the middle general session.
- Opportunity to lead breakout session introductions via recording or a live speaker.
- Link to your organization's site on the conference website & acknowledgment in the virtual conference program.
- Official welcome reception sponsor with virtual signage and acknowledgement.
- Half-page full-color ad in the advertisement section of the virtual conference program.
- Four complimentary registrations.
- A special get to know your "Gold Sponsors" email communication and tweet.

# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS AND RATES

### \$8,000 SILVER SPONSOR (3 AVAILABLE)

- Listing in all conference announcements as "Silver Sponsor".
- Your organization's name and logo on a small conference swag item.
- Highlighted as official sponsor of the closing general session.
- Opportunity to lead breakout session introductions via recording or a live speaker.
- Link to your organization's site on the conference website & acknowledgment in the virtual conference program.
- Half-page full-color ad in the advertisement section of the virtual conference program.
- Three complimentary registrations.
- A special get to know your "Silver Sponsors" email communication and tweet.
- Official sponsor of a morning "Wake Up" event with virtual signage and acknowledgement.

### \$5,000 BRONZE SPONSOR (4 AVAILABLE)

- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Half-page full-color ad in the advertisement section of the conference program.
- Listing in all conference announcements as "Bronze Sponsor".
- Opportunity to share up to a 30 second promotional video or closing remarks during the closing general session.
- Opportunity to lead breakout session introductions via recording or a live speaker.
- Link to your organization's site on the conference website & acknowledgment in the virtual conference program.
- Quarter-page full-color ad in the advertisement section of the virtual conference program.
- Three complimentary registrations.
- A special get to know your "Bronze Sponsors" email communication and tweet.

# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS AND RATES

### \$2,000 SUPPORTING SPONSOR (UNLIMITED)

- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Opportunity to lead breakout session introductions via recording or a live speaker.
- Quarter-page full-color ad in the advertisement section of the conference program.
- Two complimentary registrations.
- A special get to know your "Supporting Sponsors" section in a general sponsor email communication and tweet.

### \$1,000 FOR PROFIT ASSOCIATE SPONSOR (UNLIMITED)

- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Quarter-page full-color ad in the advertisement section of the conference program.
- One complimentary registration.
- A special get to know your "Associate Sponsors" section in a general sponsor email communication and tweet.

### \$750 NON-PROFIT ASSOCIATE SPONSOR (UNLIMITED)

- Link to your organization's site on the conference website & acknowledgment in the conference program.
- Quarter-page full-color ad in the advertisement section of the conference program.
- One complimentary registration.
- A special get to know your "Associate Sponsors" section in a general sponsor email communication and tweet.

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## SPONSOR CANCELLATIONS

Sponsor cancellations must be received on or before Friday, July 16, 2021, for a 50% refund. After that date, no refunds will be issued.

Please contact us to arrange custom sponsorship opportunities.

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For questions, please contact Talia Milan at 512-478-4715 or at [tmilan@txregionalcouncil.org](mailto:tmilan@txregionalcouncil.org).

# ADVERTISING OPPORTUNITIES

## CONFERENCE PROGRAM ADVERTISEMENTS

Program advertisements are available for the 2021 Aging in Texas Conference. Virtual conference program advertisements will provide your business or organization unlimited exposure to all conference attendees.

## ADVERTISEMENT SUBMISSION

All advertisements will be shown in full color. Accepted submission formats: PDF, TIFF, Adobe Illustrator EPS, and JPEG. We cannot accept ads submitted as Microsoft Word or Publisher files, web graphics, or low-res graphics under 300dpi.

To purchase an advertisement, please visit the 2021 Aging in Texas Conference registration site at <https://TARC.regfox.com/2021aitc>. All conference advertisements must be fully paid for and submitted to Talia Milan at [tmilan@txregionalcouncil.org](mailto:tmilan@txregionalcouncil.org) by July 23, 2021.

### Advertisement Pricing

|                            |       |
|----------------------------|-------|
| Full-Page Advertisement    | \$300 |
| Half-Page Advertisement    | \$200 |
| Quarter-Page Advertisement | \$100 |

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