



**2021 AGING IN  
TEXAS CONFERENCE**

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

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

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**SPONSORSHIP & ADVERTISING  
OPPORTUNITIES**



# 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, June 3, 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 June 31, 2021.

### Advertisement Pricing

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

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