****

**2022 Sponsorship and Underwriter Opportunities  
126th Annual Meeting  
February 23 – February 26**TSHA’s Annual Meeting is the largest gathering of its kind for Texas history enthusiasts and scholars. More than 700 regularly attend the meeting and another 170,000 TSHA members and nonmembers are reached through email and social and traditional media about the event. All proceeds of sponsorship and underwriting benefit TSHA, which is a 501(c)3 tax-exempt organization.  
**For more information about sponsorship and underwriting, contact Executive Director Heather Wooten (512) 471-2600 or Heather.Wooten@TSHAonline.org.**

**Conference Title Sponsor $50,000**

* Meeting publicized as “presented by [Sponsor Name]”
* Name and logo featured in Association publications and program
* Full page ad in Annual Meeting program
* Recognition on meeting website and onsite signage
* Recognition in print and email marketing materials and press release
* Opportunity for your company to provide marketing material in all attendee packets
* Speaking opportunity at VIP reception
* Ten registrations and all-access passes to the Annual Meeting

**Technology Title Sponsor $30,000**

Our technology sponsorship will help us provide a “hybrid” attendance option to our TSHA members. We will live stream and record our sessions so that we can reach a larger base. This will require extensive audio visual and technological programming.

* Meeting publicized as “Technology for meeting presented by [Sponsor Name]” on welcome page of virtual platform
* Signage on location publicizing “Technology by [Sponsor Name]”
* Clickable company logo featured on the Annual Meeting website and all Annual Meeting related e-newsletters
* Full Page ad in the Annual Meeting program
* Table top exhibit space in the exhibit hall
* Opportunity for your company to provide marketing material in all attendee packets
* Speaking opportunity at VIP reception
* Four All-Access passes to the Annual Meeting including ticketed events

**River Sponsorship Opportunities**

**Rio Grande** **$20,000**

* Full page ad in Annual Meeting program

• Recognition on Meeting website and onsite signage

• Recognition in print and email marketing materials and press release

* Opportunity for your company to provide marketing material in all attendee packets

• Registration for four to the Annual Meeting

• Admission for four to all ticketed events (breakfast, lunches, dinner, and evening reception)

**Red River $10,000**

* Half-page ad in Annual Meeting program
* Recognition on Meeting website and onsite signage
* Recognition in print and email marketing materials and press release
* Opportunity for your company to provide marketing material in all attendee packets
* Registration for two to Annual Meeting
* Admission for two to *all* ticketed events (breakfast, lunches, dinner, and evening reception)

**Pecos River $5,000**

* Quarter page ad in Annual Meeting program
* Recognition on Meeting website and onsite signage
* Recognition in print and email marketing materials
* Opportunity for your company to provide marketing material in all attendee packets
* Registration for two to Annual Meeting
* Admission for two to your choice of *two* ticketed events (breakfast, lunches, dinner, or evening reception)

**Trinity River $2500**

• Acknowledgment in Annual Meeting program

• Recognition on Meeting website and onsite signage

* Opportunity for your company to provide marketing material in all attendee packets

• Registration for two to all Annual Meeting sessions

• Admission for two to your choice of one ticketed event (breakfast, lunches, dinner, or evening reception)

**Neches River $1,000**

• Acknowledgment in Annual Meeting program

• Recognition on Meeting website and onsite signage

* Opportunity for your company to provide marketing material in all attendee packets

• Registration for two to all Annual Meeting sessions

**Even Sponsorship Opportunities**

**President’s Dinner Sponsor $20,000**

Help thank the outgoing TSHA president through your support of this traditional Annual Meeting event. This live evening event will feature remarks from the outgoing president. Guests of this event will receive a plated meal, hosted beverages and live entertainment. This event will be held the evening of February 25, 2022.

* Event publicized as “presented by [Sponsor Name]”
* Name and logo featured in Association’s quarterly printed newsletter and the Annual Meeting program
* Clickable company logo featured on the Annual Meeting website and all Annual Meeting related e-newsletters
* Sponsor name or logo to be featured on signage displayed at the event
* Full Page ad in the Annual Meeting program
* Table top exhibit space in the exhibit hall
* Opportunity for your company to provide one piece of material in all attendee packets
* Invitation to VIP opening reception for Sponsor and 3 guests
* Four All-Access passes to the Annual Meeting including ticketed events

**Cocktail and Live Auction Reception Sponsor $15,000**

This cocktail hour is a lively event that attendees look forward to each year! Held right before the Presidents dinner, this event includes live entertainment, a hosted bar, passed appetizers and a preview of the live auction items. This event will be held prior to the President’s Dinner on February 25, 2022.

* Event publicized as “presented by [Sponsor Name]”
* Name and logo featured in Association’s quarterly printed newsletter and the Annual Meeting program
* Clickable company logo featured on the Annual Meeting website and all Annual Meeting related e-newsletters
* Sponsor name or logo to be featured on signage displayed at the event
* Full Page ad in the Annual Meeting program
* Table top exhibit space in the exhibit hall
* Opportunity for your company to provide one piece of material in all attendee packets
* Invitation to VIP opening reception for Sponsor and 3 guests
* Four All-Access passes to the Annual Meeting including ticketed events

**President-Elect’s Reception Sponsor $10,000**

Help welcome the incoming TSHA president through your support of this event. The reception will feature remarks from the incoming president Lance Lolley during which he will discuss his plans for TSHA moving forward. Guests can expect live entertainment, a hosted bar and heavy hors d'oeuvres. This event will be held the evening of February 24, 2022.

* Event publicized as “sponsored by [Sponsor Name]”
* Session page logo placement
* 30-second promotional video popup before attendees join session
* Dedicated sponsor page in the Partner Showcase Gallery
* Full page ad in the Annual Meeting printed program
* 4 VIP registrations to the Annual Meeting

**Women in Texas History Luncheon Sponsor $8,000**

This luncheon honors the contributions of women in Texas history and will feature a prominent guest speaker. The event will also include the presentation of the Liz Carpenter Award, the Ellen C Temple Award and the Lynna Kay Shuffield Award. The luncheon will include a plated meal. This event will be held at noon on February 24, 2022.

* Event publicized as “presented by [Sponsor Name]”
* Clickable company logo featured on the Annual Meeting website
* Sponsor name or logo to be featured on signage displayed at the event
* Half Page ad in the Annual Meeting program
* Sponsor listed on the inside cover of the Annual Meeting program and in the Association’s quarterly newsletter
* Opportunity for your company to provide one piece of material in all attendee packets
* Invitation to VIP opening reception for Sponsor and 1 guest
* Two All-Access passes to the Annual Meeting including ticketed events

**Fellows Luncheon and Presentation of Awards Sponsor $8,000**

Help recognize the achievements of Texas history researchers and authors. This year’s luncheon will feature the presentation of the TSHA fellows, fellowships, and annual book and education awards. A full plated lunch will be served during the luncheon. This event will be held at noon on February 25, 2022.

* Event publicized as “presented by [Sponsor Name]”
* Clickable company logo featured on the Annual Meeting website
* Sponsor name or logo to be featured on signage displayed at the event
* Sponsor listed on the inside cover of the Annual Meeting program and in the Association’s quarterly newsletter
* Opportunity for your company to provide one piece of material in all attendee packets
* Invitation to VIP opening reception for Sponsor and 1 guest
* Two All-Access passes to the Annual Meeting including ticketed events

**Book Lovers and Texana Collectors Breakfast Sponsor $5,000**

Celebrate a love of Texana through a sponsorship of this morning event, which will feature a scholarly presentation and interactive conversations. A full Texas breakfast buffet will be served for guests. This event will be held the morning of February 25, 2022.

* Event publicized as “sponsored by [Sponsor Name]”
* Sponsor name or logo to be featured on signage displayed at the event
* Sponsor listed on the inside cover of the Annual Meeting program and in the Association’s quarterly newsletter
* Opportunity for your company to provide one piece of material in all attendee packets
* Invitation to VIP opening reception for Sponsor and 1 guest
* Two All-Access passes to the Annual Meeting including ticketed events

**Graduate Student Mixer Sponsor $3,500**

Help shape future Texas historians by sponsoring this event. This year’s Mixer features a lively discussion with graduate deans, department chairs, and other administrators describing the “ins and outs” of graduate school and finding that first academic position. Graduate Students will be treated to a hosted beverage bar and heavy hors d'oeuvres. This event will be held the evening of February 24, 2022.

* Event publicized as “sponsored by [Sponsor Name]”
* Sponsor name or logo to be featured on signage displayed at the event
* Opportunity for your company to provide one piece of material in all attendee packets
* Invitation to VIP opening reception for Sponsor and 1 guest
* Two All-Access passes to the Annual Meeting including ticketed events
* Recognized in the Annual Meeting printed program
* 1 VIP registration to the Annual Meeting

**Individual Session Sponsor $800**

Help promote Texas history by sponsoring one of our scholarly sessions and live interactive Q&A sessions. Each session provides an opportunity for scholars to present their research on a particular area of Texas history.

• Event publicized as “sponsored by [Sponsor Name]”

• Opportunity for your company to provide one piece of material in all attendee packets

• Recognized in the Annual Meeting printed program

**TSHA Exhibitor Booth $500**

* One - 6' draped table, and two chairs in the Annual Meeting Exhibit Hall
* Opportunity for your company to provide one piece of material in all attendee packets
* Registration for two staff to all non-ticketed sessions.

**Other possible sponsorship opportunities:**Daily Coffee and Tea Sponsor $1000

Daily Snack Sponsor $2500  
Transportation Sponsor $3000

Tour Sponsor $3000