



2024 Sponsorship and Underwriter Opportunities
128th Annual Meeting
February 28- March 2
Texas A&M Conference Center
College Station, TX

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 sponsorships and underwriting benefit TSHA, a 501(c)3 tax-exempt organization.

For more information about sponsorship and underwriting, contact Director of Events, Angel Baldree (512) 471-2723 or angel.baldree@tshaonline.org.

Conference Title Sponsor \$40,000

- 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 \$20,000

Our technology sponsorship will help us provide a “hybrid” attendance option to our TSHA members. We will record our sessions and release through our website so that we may 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
- Tabletop 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 \$2,500

- 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

Event Sponsorship Opportunities

TSHA Light the Lantern Gala Title Sponsor \$40,000

Support the mission and the future work of the TSHA. This fundraising gala will raise awareness of THSA programs and initiatives. Guests attending this event will receive a 3-course plated meal, hosted beverages, and live entertainment. This event will be held the evening of March 1, 2024, in the Hall of Champions at Kyle Field.

- 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

Gala Cocktail Reception and Auction Sponsor \$20,000

This cocktail hour is a lively event that attendees look forward to each year! Held as the opening reception for the Gala, this event includes live entertainment, a hosted bar, passed appetizers, and a preview of the auction items.

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- 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 \$15,000

Help welcome the incoming TSHA president, Justice Ken Wise, through your support of this event. Guests can expect live entertainment, a hosted bar, and heavy hors d’oeuvres. This event will be held the Thursday, February 29, 2024, at the George H. W. Bush Presidential Library Center.

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

Women in Texas History Luncheon Sponsor \$10,000

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 Memorial Award. The luncheon will include a 3-course plated meal. This event will be held at noon on Thursday, February 29, 2024, at the Texas A&M Conference Center

- 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 \$10,000

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 3-course plated meal will be served during the luncheon. This event will be held at noon on Friday, March 1, 2024, at the Texas A&M Conference Center.

- 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 \$6,000

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 Friday, March 1, 2024, at the Texas A&M Conference Center.

- 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 \$6,000

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 Thursday, February 29, 2024, at the Texas A&M Conference Center.

- 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
- One VIP registration to the Annual Meeting

Individual Session Sponsor \$800

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

- Sponsor's name on all meeting-related material, including the printed and online programs and room signage
- Opportunity for your company to provide one piece of material in all attendee packets or "swag" bags
- One regular registration to Annual Meeting. This registration is for scholarly sessions only.

TSHA Exhibitor Booth \$400

- 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 \$1,000

Daily Snack Sponsor \$2,500

Transportation Sponsor \$4,000

Tour Sponsor \$4,000