



TNLA LONE STAR HORT FORUM SPONSORSHIP OPPORTUNITIES

JANUARY 10-12, 2022

Texas A&M Hotel & Conference Center

College Station, TX

Grow your business and increase your company reach by investing in a sponsorship for the 2022 Lone Star Hort Forum! This year's Forum is a 3-day event and will include a tour, education sessions, awards festival (TEIL & TGRA), Leadership Bootcamp graduation, and more!

Check out the many engagement opportunities specifically designed to build brand awareness with every budget level in mind. For complete updated event information, click [HERE](#).

All sponsorships are non-exclusive unless otherwise indicated.

Questions? Call 512-579-3864 or email hannah@tnlaonline.org.

DEADLINE IS DECEMBER 6, 2021 (For full branding exposure)

[Diamond Sponsor - Hort Forum - 5,000](#)

- Top logo branding placement on all promotions including eblasts, promotional piece, website, digital media, signage, etc.
- Verbal recognition during the Lone Star Hort Forum
- Insert/Giveaway placed in the attendee swag bag (i.e., company catalog or any type of company promotion)
- Opportunity to place a full-page ad in TNLA's Working For You bi-weekly e-newsletter in the issues leading up to the event (over 3,000 members)
- Banner ad placed in the TNLA Mobile App leading up to the event
- Banner ad placed in TNLA's Green Matter e-news sent out weekly to over 7,000 subscribers for December
- Mention in Social Media postings about the event
- 2 complimentary registrations

[Emerald Sponsor - Hort Forum - \\$2,500](#)

- Company logo on all promotions including eblasts, promotional piece, website, digital media, signage, etc.
- Verbal recognition during the event
- Opportunity to place a half-page ad in TNLA's Working For You bi-weekly e-newsletter in the issues leading up to the event
- 2 complimentary registrations

[Awards Festival - Presenting Sponsor - \\$5,000](#)

The Awards Festival will be presenting the Texas Excellence in Landscaping (TEIL) Awards and the Texas Garden Retailer (TGRA) Awards, and Association Awards.

- Top logo branding placement on all Awards Festival promotions including e-blasts, promotional piece, website, digital media, signage, etc.
- Verbal recognition during the Awards Festival
- Insert/Giveaway in attendee swag bag (i.e., company catalog or any type of promotion)
- Opportunity to place a full-page ad in TNLA's Working For You bi-weekly e-newsletter in the issues leading up to the event (over 3,000 members)
- Banner ad placed in the TNLA Mobile App leading up to the event
- Banner ad placed in TNLA's Green Matter e-news sent out weekly to over 7,000 subscribers for December
- Mention in Social Media postings about the Awards Festival
- 2 complimentary registrations

Tour Bus Sponsor – \$2,500 – Limit One
(includes up to 2 busses)

- Logo/video on TV screens on the bus
- Speaking/Entertainment Engagement Opportunity between stops
- Opportunity for Prizes/Giveaways distribution
- 1 complimentary registration to the Lone Star Hort Forum
- Pre, during, and post-event recognition across multiple platforms

POWER UP BREAK SPONSOR
\$3,000 expanded snack menu
\$1,500 limited snack menu

- Company logo at break stations
- Snack selections will depend on level of sponsorship
- Includes 2 registrations with expanded menu and 1 registration for limited menu
- Pre, during, and post event recognition across multiple platforms

SCAVENGER HUNT SPONSOR - \$2,000
(Limit One)

Take advantage of this exclusive opportunity to be in front of attendee's minds during and after the event. The Scavenger Hunt is an exhibitor engagement strategy. Those attendees that visit all exhibitor tables with dialogue are eligible to win prizes.

- Includes branded giveaway produced by TNLA
- 1 Complimentary Registration
- Pre, during, and post-event recognition across multiple platforms

EDUCATION TRACK SPONSOR \$1,000
(per session)

- Choose from a variety of breakout sessions. (See website for session topics)
- Ability to show short 3-minute video inside room during session breaks
 - Featured on website, printed event program, onsite digital screens, and email marketing
 - Option to provide handouts at education sessions and pop-up screens

Opening Night Gathering-- \$1,000

- Company logo on napkins
- Company Logo on promotional signage and slides during the event
- Pre, during, and post-event promotion across multiple platforms
- 1 complimentary registration

SWAG Bag Sponsors

\$250 plus cost of swag

(swag produced by sponsor)

Opportunity to include your company promotion in the official Lone Star Hort Forum swag bag distributed to all Forum attendees at Registration. Produce your business promotion and pay a small fee to have it included. (Examples: Koozies, Pens, Catalog/Availability List, Hand Sanitizer, candy bag)

Event Supporter Sponsorship - \$500

- 1 complimentary registration
- Company name listed on printed program

SPONSOR COMPANY INFORMATION

Date of Sponsorship Commitment: _____

Name of Sponsoring Company (*as it should appear on ALL printed acknowledgments*):

Name of Person Authorizing Sponsorship: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____ Website: _____

****Please print or type information.***