



**2017 TEXAS DOWNTOWN DEVELOPMENT
AND REVITALIZATION CONFERENCE**

**NOVEMBER 7-10, 2017
McKinney, Texas**

SPONSORSHIP INFORMATION

Contact:
Catherine Sak
Executive Director
Texas Downtown Association
512.472.7832
info@texasdowntown.org
www.texasdowntown.org



Who is Texas Downtown Association?

The Texas Downtown Association (TDA) is an independent, statewide, nonprofit membership organization dedicated to downtown development and revitalization. We offer education, advocacy for downtown issues, networking opportunities for downtown professionals, recognition for outstanding downtown projects and direct services to our members.

In the late 1970s, only a handful of Texas communities had active downtown organizations. Spread throughout the state, their opportunities to learn from one another and share successes were rare. In 1985, the Texas Downtown Association was officially formed, connecting communities that were committed to downtown.

Today, our membership includes representatives from over 300 communities, nonprofits, businesses and individuals from across the state. Membership is open to anyone who's interested in downtown and wants to be a part of our network.

About TDA's Annual Downtown Conference:

For more than 30 years, the Texas Downtown Association has hosted a statewide conference for leaders of downtown development and revitalization.

Typically 250-300 attendees are present during educational sessions, tours and evening events. Conference participants include city leaders, downtown managers, economic development professionals, planners, community residents and business owners.

Past Keynote Speakers:

- Roger Brooks – downtown & branding expert
- Henry Cisneros – former Secretary of HUD and Mayor of San Antonio
- Chuck Marohn – director of Strong Towns
- Jon Schallert – retail expert and small business coach
- Kennedy Smith – CLUE Group and former director of the National Main Street Program

2017 Texas Downtown Development and Revitalization Conference

Dates: November 7-10

Location: Sheraton McKinney
1900 Gateway Blvd.
McKinney, TX 75070



**2017 TEXAS DOWNTOWN DEVELOPMENT
& REVITALIZATION CONFERENCE**

SCHEDULE AT A GLANCE

TUESDAY – NOVEMBER 7

1:00 – 5:00 pm	Workshop - tentative
2:00 – 5:00 pm	Registration & Exhibitor Set-Up
4:00 – 5:00 pm	Downtown 101
5:30 – 6:00 pm	Newcomers Welcome Reception
6:00 – 7:30 pm	Opening Reception – All Attendees

WEDNESDAY – NOVEMBER 8

7:30 am	Continental Breakfast for attendees
7:30 am – 5:00 pm	Exhibit Hall Open
9:00 am	Welcome & Keynote Address
10:00 am	Break
10:30 am	Educational Sessions
11:30 am	Lunch
1:00 pm	Educational Sessions
2:30 pm	Break
3:00 pm	Educational Sessions
5:30 – 6:45 pm	Anice Read Fund Silent Auction
7:00 pm	President's Awards Gala

THURSDAY – NOVEMBER 9

7:30 am	Continental Breakfast for attendees
7:30 am – 11:45 am	Exhibit Hall Open
9:00 am	Educational Sessions
10:00 am	Break
10:30 am	Educational Sessions
11:45 am	Close of Exhibit Hall
12:00 pm	Lunch
2:00 pm	Educational Sessions
3:00 pm	Break
3:30 pm	Educational Sessions
6:00 – 9:00 pm	Evening Event - Ticketed

FRIDAY – NOVEMBER 10

9:00 am – 12:00 pm	Tours/Downtown Scavenger Hunt
--------------------	-------------------------------

**Schedule is tentative and subject to change. Please contact TDA for a final schedule.*



CONFERENCE SPONSORSHIP OPPORTUNITIES*

Diamond \$5,000.00

- Main Conference Sponsor

Emerald \$3,000.00

- Keynote Address**
- President's Awards Gala**
- USB Drive Sponsorship - Sponsor's one-color logo printed on one side of USB/Thumb Drive. Included in registration packets distributed to attendees.

Sapphire \$2,000.00

- Opening Reception**
- Anice Read Grant Fund Fundraiser**
- Transportation

Ruby \$1,000.00

Amethyst \$750.00

Opal \$250.00

- Session sponsor

Contributor \$100.00

- Registrant Packet Contributor - Sponsor's company/organization brochures/promotional items included in registration packets distributed to all conference attendees. Please send 300 of your items/brochures to us by October 27, 2017. Items should be mailed to:

If using USPS:
Texas Downtown Association
PO Box 546
Austin, TX 78767-0546

If using UPS or FedEx:
Texas Downtown Association
1416 Berkshire Dr.
Austin, TX 78723

Conference Program Brochure Ads

Conference Program Ads are available to TDA members on a first come, first serve basis until June 1, 2017. After that date non-members may reserve ad space. (See page 7 for ad specs.) Programs are distributed to conference attendees and at trade shows & meetings the following year.

- Full page ad **\$350.00**
- Half page ad **\$250.00**
- Quarter page ad **\$100.00**

In-kind contribution

Please describe and offer a value of products or services \$_____

***All sponsorship opportunities will be assigned on a first-come, first-serve basis.**

****Partial sponsorships are accepted on this item.**



DESCRIPTION OF SPONSORSHIP BENEFITS

Diamond Level: \$5,000.00

- Logo included on conference materials including mailers & conference program
- Logo on Annual Conference page with link to company/organization site
- Four full conference registrations; VIP recognition at conference
- Stand-alone recognition on signage
- Brochures/promotional items in registrant packets
- Complimentary one-year TDA membership

Emerald Level: \$3,000.00

- Listed on conference materials including mailers & conference program
- Three full conference registrations; VIP recognition at conference
- Reserved table at meal event for sponsors and guests if meal sponsor
- Introduction at meal/event
- Promoted on primary conference signage
- Brochures/promotional items in registrant packets

Sapphire Level: \$2,000.00

- Promoted in all conference materials including mailer & conference program
- Two full conference registrations; VIP and signage recognition
- Brochures/promotional items in registrant packets*
- Introduction and recognition at meal/event
- Promoted on primary conference signage

Ruby Level: \$1,000.00

- Promotion in Awards Program (if Awards Program sponsor) including sponsor logo
- One free conference registration
- Brochures/promotional items included in registrant packets*

Amethyst Level: \$750.00

- Included on conference signage
- Promotion in conference program
- Brochures/promotional items included in registrant packets*

Opal Level: \$250.00

- Listed as session sponsor in program

Sponsorship Reservation

Please use our online sponsor form to reserve your sponsorship. You can pay by credit card or generate an invoice for payment by check.



Here's the link to the online form: <http://texasdowntown.org/sponsorform.html>

Checks should be made out to the Texas Downtown Association and mailed to:

Texas Downtown Association
P.O. Box 546
Austin, TX 78767-0546

**Questions? Contact the TDA office via email info@texasdowntown.org
or phone 512.472.7832**

Half page: 5 x 4"

Quarter page: 2.4 x 4

Full page: 5 x 8.25"

Please remit art full size to fit your space, and at least 300 dpi, or vector art.

All art must be camera ready!