



## **Texas STMA 2018 Sponsorship Opportunities**

The TXSTMA is very excited to announce the 2018 Advertising and Sponsorship program. We have used this program for the past four years and have added features each year in an effort to simplify the process and to respond to the feedback we have received from our valued affiliate members. Our goal is to offer opportunities for sponsorship and recognition to our very valuable and loyal affiliate members and companies. We absolutely could not provide our members the programs and services that we do without our wonderful partners. We trust there is a level of opportunity for all sponsors and look forward to great participation in 2018.

### ***IMPORTANT POINTS OF THE 2018 PROGRAM***

- ***Your company can “order off the menu” to tailor a sponsorship program that fits your budget, marketing program and target customers.***
- ***Commit to your 2017 sponsor program by MARCH 31 and receive a STAR Discount to save \$money\$ and earn recognition throughout the year.***
- ***We will work with your company throughout the year to help you utilize your sponsorship dollars as events are scheduled.***
- ***If you reach a “Star Level” during the year, we will celebrate through recognition on website and newsletter.***
- ***New in 2018\* - Membership dues paid by your company will apply to your “Star Level” for the year. This will benefit our most active affiliate companies.***

**STAR BONUS PROGRAM – Commit early and \$AVE! Your company will receive these terrific benefits in 2018! Only Available thru March 31!**

The bonus feature of the 2018 program depends on your spending commitment for the entire year. Simply choose items from the list of the advertising and sponsorship opportunities to determine your cumulative spending level for the year. From that total you will be rewarded based on the following Star levels.

### **3-Star Sponsorship**

**Price: \$4000, Receive \$4,500 of value (items chosen from sponsorship menu) \$500 DISCOUNT**

**Includes:** Recognition on website and meeting signage  
1/2 Page Company Profile / Press Release in all 4 Sideline Newsletters  
4 Email Blast Advertisements sent to all TXSTMA members on behalf of your company

### **2-Star Sponsorship**

**Price \$2,500: Receive \$3000 of value (items chosen from sponsorship menu) \$500 DISCOUNT**

**Includes:** Recognition on website and meeting signage  
1/2 Page Company Profile / Press Release in 2 Sideline Newsletters  
1 Email Advertisement sent from TXSTMA on behalf of your company

### **1-Star Sponsorship**

**Price \$1000: Receive \$1,500 of value (items chosen from sponsorship menu) \$500 DISCOUNT**

**Includes:** Recognition on website and meeting signage  
1/2 Page Company Profile / Press Release in 1 Sideline Newsletter  
1 Email Blast Advertisement sent to all TXSTMA members on behalf of your company

**These opportunities are not available for purchase and are only offered to Star level sponsors.**

## **Sponsor Menu Items Available in 2018**

Select from these items to achieve Star Sponsor spending levels.

### **Newsletter Advertising Rates – 4 Issues of Sidelines will be published in 2018!**

- Full Page Ad - \$500 per issue
- Half Page Ad - \$250 per issue
- Quarter Page Ad - \$200 per issue
- Business Card Ad - \$150 per issue

### **Field Day Sponsorships – 2 events scheduled per region in 2018!**

#### **All Event Sponsor Will Include**

- Recognized and introduced by President at meeting
- Equipment / Product displays during Field Day tours
- Website / Email / Signage recognition in all meeting promotions

#### **Gold Title Sponsor (\$500)**

- Company presentation opportunity during meeting session (15 – 20 minutes to talk about products and services)
- Prime location and signage at meeting mini-tradeshow

#### **Silver Meeting Sponsor (\$250)**

- Company presentation opportunity during meeting session (2 – 3 minutes to introduce your company)
- Table and signage at meeting mini-tradeshow

#### **Bronze Lunch Sponsor (\$150)**

- Recognized and introduced by President at meeting
- Table and signage at meeting mini-tradeshow

### **Clay Shoot Fundraiser Sponsorships - Spring DFW Event**

This fun event will include a top-notch education and an exciting clay shooting competition to raise scholarship money for TXSTMA Professional Members and Turfgrass Students in Texas. Clay Shoot Sponsors will receive appropriate recognition on website, email communication, event announcements, and signage.

- Gold Title Sponsorship \$1,000
- Silver Meeting Sponsorship \$750
- Bronze Lunch Sponsorship \$400

### **Pre Paid Professional Memberships**

Purchased at a discount, your company can purchase Professional Memberships to help us recruit new TXSTMA members. Increments of 5 = \$125. “New Members” must not have been members during the past 3 years.

We hope you share our excitement about this new program and see the added value of your sponsorship dollars. In order to take full advantage of the benefits please make your commitment pledge prior to March 31, 2018. Pledges after that date will be accepted but star discounts will not be available. You can make your pledge on the attached chart and email it to [txstmainfo@yahoo.com](mailto:txstmainfo@yahoo.com)

# 2018 Sponsor Commitment Pledge

Please indicate the advertising and sponsorship opportunities your company would like to commit to for 2017.

<b>Newsletter Advertising - 4 issues</b>	Number	Your Commitment \$
Full Page Ad                   \$     500/issue		
Half Page Ad                   \$     250/issue		
Quarter Page Ad               \$     200/issue		
Business Card Ad               \$     150/issue		
<b>Field Day Sponsorship - 8 Events in 2017! (price is per event)</b>		
Gold Title Sponsor             \$     500		
Silver Meeting Sponsor        \$     250		
Bronze Lunch Sponsor         \$     150		
<b>Clay Shoot Sponsorship – DFW Spring Event</b>		
Gold Title Sponsor             \$    1000		
Silver Meeting Sponsor        \$     750		
Bronze Lunch Sponsor         \$     400		
<b>Annual Meeting Lunch Sponsor     \$     200</b>		
<b>Pre-Paid Professional Memberships</b> Increments of 5 = \$125		
<b>Membership Dues</b> \$75 for Primary Members, \$35 for any additional member		
<b>Cumulative Total</b>	—————>	
<b>STAR SPONSOR DISCOUNT (Cumulative Total Must be &gt;\$1,500)</b>	—————>	<b>- \$500.00</b>
<b>Total Due for Star Sponsorship</b> >\$1000 = One Star Sponsor >2,500 = Two Star Sponsorship >\$4,000 = Three Star Sponsorship	—————>	

Please email your commitment to [txtstmainfo@yahoo.com](mailto:txtstmainfo@yahoo.com)

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_