



Planning for TLA Conference Sponsors

Here are the steps to ensure sponsorship for each of your event(s).

1. Event information

1. Title
2. Description
3. Date & time
4. TLA Group host(s) – list each
5. TLA event planner’s name – if a group of planners, list each
6. TLA event planner’s email - ditto
7. Total estimated expenses for your event.
8. What portion are you seeking to be covered by sponsorship (vs. individual tickets/fees)?

Note: Sponsorship pricing is set by TLA and will include administrative fees needed to market and fulfill benefits. Please do not discuss pricing directly with vendors.

2. Total # of sponsors

1. One exclusive sponsor
-or-
2. If multiple:
 - max # of sponsors
 - divide \$ evenly or allow multiple tier (i.e. higher level \$ = more benefits)

3. Establish sponsor benefits

Basic list of benefits:

- Recognition on webpage (company logo with link)
- Verbal recognition at event
- Logo displayed at event (When a/v is needed, use that to promote sponsor to save \$ on signage.)

Optional benefits:

- Recognition on event promotional blast (pre and/or post)
- Sponsor bring verbal greetings at start of event
- Opportunity to provide promotional information at event (optional)
- List of attendees (if available for that event and based on whether an attendee will allow permission)
- Tabletop exhibit at event (usually at higher \$)

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4. Solicitation

All established sponsors from this event in recent past year will be contacted by [Cindy Boyle](#) to renew. If this is a new event or you want more sponsors for this event, Cindy will review recent past years for possible sponsors.

If Cindy needs help from you for leads, please plan the following:

- Start with the companies who you do business with. These are your best leads.
- Ask other officers to provide their companies for more great leads.
- Contact [Cindy Boyle](#) with your company list and the representative's name and email.

Please note that some on your list may already be sponsoring other events. This assures us that the same sponsor is not being contacted by many TLA groups.

Cindy will contact the leads for sponsorship on all TLA events. Cindy will notify TLA event planner as each sponsor confirms.

5. Benefit fulfillment

TLA staff will contact each sponsor to be sure all benefits are fulfilled. TLA staff will reach out to event planner with sponsor's logo and any information that planner needs, as well as any information we need from the event planner

6. Invoice and collection

Upon sponsor's commitment, Cindy Boyle will follow-up with invoice and collect all sponsor fees due within invoice due date.

7. Thank You

Cindy Boyle will send a thank you letter from Shirley Robinson, TLA Executive Director to accompany the invoice. Cindy will send a follow-up thank you post conference to those sponsors at \$2,500+ or at TLA-wide sponsor level.

8. Note:

- Plan your request for conference sponsorship 8 months out or by July 31.
- There is no guarantee that a sponsor will be found. Sponsor amounts may need to be adjusted (i.e. reduced or offer additional benefits to make it more appealing.)
- All in-kind donations need to be accounted for. An example of an in-kind donation is a book that each attendee at an event receives that meet the planner's request to enhance the event goals. If 100 attendees receive a \$20 gift, a \$2,000 value will be placed on this donation. This is added to the sponsor's total donation.
- Sponsors can commit to multiple events. Starting at \$2,500, sponsors receive TLA-wide benefits and recognition. This means that in addition to the benefits a sponsor receives at each event they choose, they also receive TLA-wide benefits. An example of these benefits includes sponsor's logo on banner in high-traffic area of conference and sponsor's logo on conference promotional email blast.