



# Opportunities for Participation 2021-2022



Texas School Public Relations Association  
406 E 11th St, Suites 101-105, Austin, TX 78701

[www.TSPRA.org](http://www.TSPRA.org)

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## WHO IS TSPRA?

The Texas School Public Relations Association (TSPRA) is a nonprofit, professional organization dedicated to promoting public schools through effective communications. With more than 1000 members, TSPRA is comprised primarily of public information and communications professionals who serve the public-school districts and education associations, foundations and organizations of Texas. In addition to school public relations and communication professionals, TSPRA's diverse membership also includes electronic media production specialists, graphic designers, videographers, webmasters, multi-media experts, translators, community partnership coordinators, education foundation directors, school consultants, vendors and others who support public education in the state.

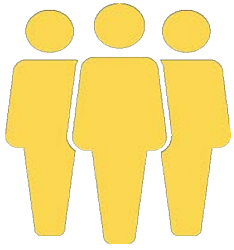
## TSPRA MISSION STATEMENT

The Texas School Public Relations Association is a professional organization whose members are dedicated to improving public education in Texas by:

- Promoting effective public relations practices
- Providing professional development for its members
- Improving communication between Texans and their public schools.

## WHY SPONSOR?

There are many opportunities for exposure. TSPRA provides professional development, resources and networking opportunities for our members and others in the education community. In addition to its informative website, TSPRA provides its members with a weekly newsletter, a biweekly legislative/education briefing, eblasts, online learning opportunities, media and crisis communications skill development, regional networking events, a quarterly magazine, and a four-day annual conference that typically takes place the end of February.



**1000+**  
Members

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**650+**

**Texas  
School Districts**

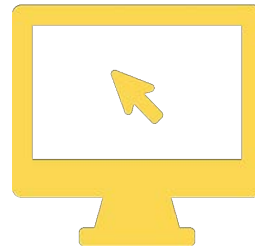


**800+**



**Conference Participants**

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**9.000**

**Average  
Website  
Visits Per Month**

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**45%** of Members  
Report to Superintendent

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**75%**



**of Members Attend  
Regional Meetings**

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**+1,100** on Email List



**45%**

**Average  
Email Open  
Rate**

# Communication Matters

The Official Magazine of TSPRA

*Communication Matters* magazine is the official publication of TSPRA. This quarterly digital publication is a key gateway to our membership. The magazine is shareable and can be downloaded, making it available to the public in general.

Readership:

Emailed quarterly to 1,100+ members

Marketed in member newsletter (1,100+ recipients)

Link placed on Facebook (1,097 followers) and Twitter (3,450 followers)

Place on first page of website: 8,000+ visits per month

Archived on website

Read: <https://tspra.org/communication-matters/>



# Communication Matters Advertising Pricing:

<i>Pricing per number of ads purchased:</i>	<i>1 ad</i>	<i>2 ads</i>	<i>3 ads</i>	<i>4ads</i>
Full Page Premium Placement:	\$1500	\$1450	\$1400	\$1350
<ul style="list-style-type: none"> <li>• Inside Front Cover</li> <li>• Opposite Table of Contents</li> <li>• Opposite Executive Committee Page</li> <li>• Opposite President's Message</li> <li>• Opposite Masthead</li> <li>• Inside Back Cover</li> <li>• Back Cover</li> </ul>				
Full Page (8.5" x 11" pdf):	\$1200	\$1150	\$1100	\$1050
Half Page Horizontal (8.5" x 5.5" pdf)	\$ 600	\$ 550	\$ 500	\$ 450
Half Page Vertical (4.25" x 11" pdf)	\$ 600	\$ 550	\$ 500	\$450
Quarter Page Vertical (4.25" x 5.5" pdf)	\$ 300	\$ 250	\$ 200	\$ 150

Link: When designing ad, please use the following format for your website in order for it to automatically link:  
[www.tspra.org](http://www.tspra.org)

Published on/around 15<sup>th</sup> off the month:  
 Summer | July, ad copy due June 30  
 Fall | October, ad copy due September 30  
 Winter | January, ad copy due December 15  
 Spring | April, ad copy due March 31

Managing Editor: Tracie Seed, Communications and Marketing Manager, tseed@tspra.org

## KEY COMMUNICATOR AWARD

\$3500

- This is TSPRA's highest honored award. The recipient may be a legislator, educator, professional in another field or member of TSPRA. The winner is announced in July of each year.
- The *Key Communicator* is recognized during a general session at the annual TASA/TASB Convention where attendance is approximately 6000 yearly.
- Organization's name and logo is printed on the award token, mentioned during the awards ceremony, and a representative from organization assists with the TSPRA president during the awards ceremony and presents the token to the *Key Communicator*.
- Organization's name and logo is printed on all communications regarding the award.
- The press release announcing this award is issued statewide to individuals, associations and organizations, websites, newspapers, radio, and television outlets and includes the sponsoring organization name and logo.
- Organization representative will assist in the introduction and presentation ceremony of the *Key Communicator* during a general session at the 2022 TSPRA conference.
- Organization's representative is photographed with the award recipient and appears on the TSPRA website from October 2021-September 2022.
- The *Key Communicator* is featured in the fall issue of *Communication Matters*, TSPRA's digital magazine, with reference to the sponsor and logo and photo with organization's representative.
- Organization has first right of refusal for the 2022-2023 sponsorship.

# SOLD

## EMAIL BLAST SPONSOR \$2500

- Sponsoring organization's logo and name to appear top center of all TSPRA email blasts, resulting in a minimum of 40 blasts yearly.
- Opportunity for sponsor to submit maximum of four articles for weekly newsletter (maximum of 300 words each).
- Quarterly mentions in weekly e-newsletter recognizing email blast sponsor.
- Maximum of six email blasts to membership showcasing products and services (with 48-hour notice to prepare blasts).
- Organization has first right of refusal for 2022-2023 sponsorship.

# SOLD

## CONFERENCE SCHOLARSHIP

\$1500 (Three available.)

- Sponsoring organization's logo and name to appear top center of all TSPRA communications regarding the scholarships.
- Sponsoring organization is recognized during conference general session when scholarship recipients are recognized.
- Recipient must meet eligibility requirements determined by the 2021-2022 Scholarship Committee and approved by the Executive Committee.
- Scholarship opportunity is available to all TSPRA members meeting qualifications.
- TSPRA processes scholarship recipient's registration along with hotel arrangements at conference hotel with upgraded amenities.
- Scholarship recipient is responsible for travel arrangements to include transportation and meals at personal or district expense.
- TSPRA agrees to provide reimbursement of travel expenses within 10 days of receiving receipts not to exceed \$500.
- Recipient agrees to serve on 2022-2023 TSPRA Committee.
- Signage will be provided at 2022 TSPRA Conference.
- TSPRA Conference program will include recognition of scholarship sponsor and recipient.
- Organization's representative is photographed with the scholarship recipient and appears on the TSPRA website from February 2022-January 2023.
- Organization has first right of refusal for the 2022-2023 sponsorship.



## MEMBER EBLAST PROMOTING PRODUCT/SERVICE

\$300

- Designated eblast communication to 1100+ subscribers showcasing/promoting a vendor service/product/business.
- Maximum number of 300 words; graphics can be included.
- Organization's name and logo appears in eblast heading.
- Notification three days in advance for preparation.
- Copy submitted 48 hours in advance of arranged eblast date.
- Analytics provided upon request
- Organization may invest in unlimited number of blasts throughout the year.

NOTE: Payment must precede eblast publication.

## TSPRA PROFESSIONAL AWARDS

\$1000

(Six Available)

- TSPRA recognizes members and the media/community annually with six awards: **Bright Idea Award, Rookie of the Year, Most Valuable TSPRA Member, Professional Achievement Award, Media Award and Partner in Public Education Award.**
- Organization's name and logo appears on award plaques.
- Organization's name is referenced with the award in print and during awards ceremonies that take place during conference general sessions averaging 800 in attendance.
- Organization's representative is photographed with the awards recipients and appears on the TSPRA website from February 2022-January 2023.
- Photograph of award recipient with organization's representative appears alongside organization's logo or exhibit space in TSPRA newsletter during spring 2022 acknowledging sponsorship.
- Photograph of award recipient with organization's representative appears in *Communication Matters* digital magazine with acknowledgement of sponsor and logo.
- Representative of the organization is present at the annual conference and assists with the naming of the recipients and presentation of awards. (Names of winners re-main confidential and are surprised with the announcement at the conference).
- Organization has first right of refusal for the 2022-2023 sponsorship.

TSPRA EXECUTIVE COMMITTEE MEAL  
\$1000 (\$2000 in-kind)  
September, February, June

- TSPRA EC (board) meets three times yearly (Fall, February, June).
- Sponsoring organization is invited to the board meeting and allowed 15 minutes of presentation time with the TSPRA Executive Committee (EC).
- Informal interaction with the EC can be as long as the representative desires to be in attendance.
- Meal sponsor is allowed to share promotional items and offer promotional items for area meetings.
- Organization's name is printed on EC agenda and recognition appears in weekly newsletter with the board summary in the week following the sponsored meeting.

**NOTE:** Area vice-presidents take advantage of this opportunity to share information with members within their respective areas.

## TSPRA ONLINE LEARNING PLATINUM SPONSORSHIP

\$500 for one session

\$800 for two sessions

\$1200 for three sessions

\$1500 for four sessions

- A series of 12-16 online learning and networking opportunities will be available to members annually to include roundtables, lunch-and-learns, new member orientations, job-alike sessions, timely topics, legal briefings and content specific sessions with sponsorship opportunities.
- Sponsoring organization's name and logo (where applicable) to appear on menu of listings and all TSPRA communications regarding the sponsored online session.
- TSPRA online registration will include sponsoring organization's logo.
- Sponsor will be introduced by name, title, company and five minutes of online scheduled time will be allotted to representative to welcome, deliver message, mention products/services and introduce presenters.
- Organization may purchase bundled sessions at a reduced rate with single commitment.

## TSPRA HOSTED ONLINE SPONSORED CONTENT

\$1000 for 30-minute sponsored content

\$1600 for 60-minute sponsored content

- TSPRA will host a maximum of six sponsor sessions annually for sponsor opportunity to provide training, showcase products, conduct focus sessions, deliver infomercials, etc.
- Delivery platform may either be TSPRA Zoom or sponsor platform.
- TSPRA will market the session and manage registration beginning four weeks prior to the scheduled date.
- Sponsoring organization's name and logo (where applicable) to appear on menu of listings and all TSPRA communications regarding the sponsored online session.
- TSPRA online registration will include sponsoring organization's logo.
- TSPRA to provide sponsor with registration roster to include email addresses of attendees.
- Entire online time dedicated to the sponsor.

## STAR AWARDS: CRYSTAL AWARDS

\$1000

- Presented at the annual Star Awards Celebration, held in February during TSPRA's annual conference, these awards provide recognition for the outstanding communications efforts of our members.
- Nine Crystal Awards are awarded for multifaceted promotional programs or campaigns employing a variety of media and encompassing well-defined goals, strategies or activities. One award is bequeathed for each of the following nine categories: (1) *Video Portfolio*, (2) *Photography Portfolio*, (3) *Bond Election*, (4) *Parent Involvement/Volunteer Program*, (5) *Staff/Student Recognition*, (6) *School/Community Partnership*, (7) *District/Association Special Event/Celebration* (8) *Foundation/Partnership Special Event*, (9) *Marketing Portfolio*.
- Organization's name and logo appears on all nine-award plaques.
- Organization's name and logo are referenced with the awards in print and during awards ceremonies including press releases sent to local media outlets and in the *TSPRA Year in Review* document.
- Organization's name/logo appears with the award recipients' photos that appear in TSPRA newsletters during spring 2022.
- Organization's name and logo appears in *Communication Matters* digital magazine with recognition of the Crystal Award recipients.
- Organization has first right of refusal for the 2022-2023 sponsorship.

## STAR AWARDS: PLATINUM AWARD

\$750

- Presented at the annual Star Awards Celebration, held in February during TSPRA's annual conference, this award provides recognition for the outstanding communications efforts of our members.
- The Platinum Award is TSPRA's highest award for excellence in a total public relations program.
- Organization's name and logo appear on the iceberg plaque.
- Organization's name is referenced with the award in print and during awards ceremony including press releases sent to local media outlets and in the *TSPRA Year in Review* document.
- Organization's name/logo appears with the award recipient's photo that appears in TSPRA newsletter during spring 2022.
- Organization's name and logo appears in *Communication Matters* digital magazine with recognition of the Platinum Award recipient.
- Organization has first right of refusal for the 2022-2023 sponsorship.

2022 Annual Conference  
*Celebrating 60 Years*  
Kalahari Resort & Convention Center  
Annual Conference  
Opportunities for Participation



The 2021-2022 TSPRA Executive Committee and State Office are optimistic of gathering in-person at **Kalahari Resort and Convention Center** in Round Rock (Austin), Texas in late February 2022, to celebrate TSPRA's 60<sup>th</sup> anniversary. It is likely there will be suggested safety protocols established. Please continue to visit the [TSPRA conference page](#) for updates, [conference schedule](#), [cancelation policies](#), [hotel and venue information](#) and more.

We look forward to partnering with our supporters and those who provide and deliver necessary tools and services to enhance the quality of business expected in our Texas public schools.



## EDUCATION STAKEHOLDER

\$10,000 cash

- Exclusive sponsorship of TWO conference events (Star Awards reception, Star Awards banquet and/or celebration, keynote speaker, roundtables, commemorative gift [conference T-shirts], safety gear, mobile app, hotel keycards, welcome reception, internet, keycards)
- Exclusive sponsorship of one of TSPRA's six professional awards and recognition at platform when the award is presented. (see *Professional Awards Sponsorship* on page 10 for additional information).
- Recognition at and five minutes podium time (when relevant) during sponsoring event and company logo and information on printed items exclusive to sponsorship.
- Recognition in online registration content in largest font size with company logo.
- Recognition in largest font size in press releases and newsletter references to the 2022 conference.
- Company logo featured on TSPRA website for one year with link to company website from logo in multiple rotations.
- Company logo predominately displayed in largest font size on conference program and all available conference marketing materials.
- Recognition in largest font size on event signage.
- Photograph of organization representatives alongside organization logo or exhibit space to appear in TSPRA newsletter acknowledging sponsorship during spring 2022.
- Five (5) additional conference registrations with sponsor badges.
- One (1) reserved table at awards banquet (8 guests).
- Two complimentary exhibit spaces in exhibit area.
- One full-page complimentary ad in the conference program (ready for press ad in jpeg or pdf format to be provided by sponsor).
- One full-page complimentary ad in choice of one quarterly issue of *Communication Matters* digital magazine.\*
- One-year Texas School Public Relations Association Affiliate Membership.
- One-hour "corporate showcase" concurrent session with signage.\*
- Gift cards valued at \$100 for give-away during "corporate showcase" session.
- Complimentary *Safari Adventure* meeting room space on Tuesday, February 22, 2022, from 4:15-5:00 p.m.\*
- Organization has first right of refusal for the 2022-2023 sponsorship.

Deadlines:

- \*Corporate Showcase session title, description and presenters must be submitted through the presentation portal by October 25, 2021.
- \*Ad copy for conference program is January 17, 2022.
- \**Safari Adventure* session title and description is January 10, 2022.

## CORPORATE INVESTOR

### \$5000 cash

- Exclusive sponsorship of ONE conference event (Star Awards reception, Star Awards banquet and/or celebration, keynote speaker, roundtables, commemorative gift [conference T-shirts], safety gear, mobile app, hotel keycards, welcome reception, internet, keycards)
- Recognition during sponsoring event and/or during general session and company logo and information on printed items exclusive to sponsorship.
- Organization's representative to assist with distribution of sponsored items.
- Recognition in online registration content in second largest font size with company logo.
- Recognition in second largest font size in press releases and newsletter references to the 2022 conference.
- Company logo predominately displayed in second-largest font size in conference program and all available conference marketing materials.
- Company logo featured on TSPRA website for one year with link to company website from logo.
- Recognition in second largest font size on event signage.
- Photograph of organization representatives alongside organization logo or exhibit space to appear in TSPRA newsletter acknowledging sponsorship during spring 2022.
- Three (3) additional conference registrations with sponsor badges.
- Four (4) complimentary tickets to awards banquet.
- Half page complimentary ad in the conference program (ready for press ad in jpeg or pdf format to be provided by sponsor).\*
- Half-page complimentary ad in choice of one quarterly issue of *Communication Matters* digital magazine.
- One complimentary exhibit space in exhibit area.
- Organization has first right of refusal for the 2022-2023 sponsorship.

**\*Deadline for ad copy for conference program is January 17, 2022.**

## COMMUNITY BUILDER

\$2,500 cash (\$5,000 in-kind)

- Exclusive sponsorship of ONE afternoon break, meet and greet reception or room amenities for remote roundtables.
- Recognition during sponsoring event or during general sessions on day of the scheduled event/activity.
- Exclusive use of food and beverage area for staff, displays, and giveaways where appropriate.
- Name and logo prominently displayed at event area/remote roundtable platform.
- Recognition in online registration content.
- Company name and logo displayed in conference program.
- Recognition on event signage.
- Company logo featured on TSPRA website for one year with link to company website from logo.
- Photograph of organization representative alongside organization logo or exhibit space to appear in TSPRA newsletter acknowledging sponsorship during spring 2022.
- Two (2) additional conference registrations with sponsor badge.
- Two (2) complimentary tickets to awards banquet.
- Quarter page complimentary ad in the conference program (ready for press ad in jpeg or pdf format to be provided by sponsor).\*
- Quarter-page complimentary ad in choice of one quarterly issue of *Communication Matters* digital magazine.
- Organization has first right of refusal for the 2022-2023 sponsorship.

**\*Deadline for ad copy for conference program is January 17, 2022.**

## NETWORK PARTNER

\$1,000 cash (\$2,500 in-kind)

- Exclusive sponsorship of one session for "Safari Adventure Sessions" scheduled for Tuesday, February 22, 2022, 4:15-5:00 p.m.
- Exclusive use of assigned concurrent session room.
- Recognition on signage exclusive to "Safari Adventure Session.
- Write-up in conference program/mobile app provided it is submitted by 4:00 p.m. on January 10, 2022
- Company name and logo displayed in conference program.
- Recognition on event signage.
- Company logo featured on TSPRA website for one year.
- Photograph of organization representative alongside organization logo or exhibit space to appear in TSPRA newsletter acknowledging sponsorship during spring 2022.
- One (1) additional conference registration with sponsor badge.
- One (1) ticket for awards banquet.
- 20% discount on ad purchase.

*Safari Adventure sessions provide the sponsor one-hour usage of meeting space with content intended to be designed by the sponsor and may include client events, content presentations, product demonstrations, vendor showcases, etc. Arrangements can be made with hotel for food and beverage and other accommodations.*

## PUBLIC RELATIONS COMPANION

\$750 cash (\$1,000 in-kind)

- Exclusive sponsorship of conference badges, conference lanyards, five. customized safari themed badge ribbons to include ribbon wall or conference water station.
- Signage and product placement on conference badges, lanyards, ribbon wall, water station and/or at booth/activity.
- Company name and logo appears in conference program.
- Company logo featured on TSPRA website for one year.
- Photograph of organization representative alongside organization logo or exhibit space to appear in TSPRA newsletter acknowledging sponsorship during spring 2022.
- 10% discount on ad purchase.
- Organization has first right of refusal for the 2022-2023 sponsorship.

## COMMUNICATION ASSOCIATE

\$500 cash (\$750 in-kind)

- TSPRA Coffee Provider/Sponsor (maximum five available each day) beginning at 8:00 a.m. and during “caffeinated connections” and designated vendor viewing [February 22, 2022, from 8:00-11:00 a.m. and Wednesday, February 23, 2022, from 8:00-11:00 a.m.]
- Maximum six gallons of coffee and supplies to be set up at vendor area beginning at 8:00 a.m. during designated day of conference.
- Recognition as coffee sponsor on signage located at vendor table.
- Recognition on event signage.
- Recognition in conference program.
- Company logo featured on TSPRA website for one year.
- Photograph of organization representative alongside organization logo or exhibit area to appear in TSPRA newsletter during spring 2022 acknowledging coffee sponsorship.

## CONFERENCE EXHIBITOR

\$800 cash

**\$700 when paid in full  
when exhibit application is approved**  
*Maximum: 50 exhibitors accepted.*

- Two full-days of exhibit time and exclusive exhibit viewing during “caffeinated connections” each morning and during afternoon refreshment breaks each day.
- Six-foot draped tabletop with two chairs and a trash can in exhibit area.
- Exhibit space location on a first-come, first-served basis upon receipt of \$400 deposit and until space is sold.
- Recognition in conference program by company, contact, website and 25-word description of services.
- Recognition in winter and spring issues of *Communication Matters* digital magazine by company, logo, contact, website and 25-word description of services.
- Photograph of organization representative alongside organization logo or exhibit space to appear in TSPRA newsletter during spring 2022.
- One (1) conference registration with exhibitor badge.
- ***Additional exhibit badges available at \$100 per person.***
- Opportunity to present roundtable session ***subject to selection of 15 vendors by Conference Planning Committee on November 4, 2021. NOTE: To be considered, proposal must be submitted by October 25, 2021, and include title, presenter(s) and short description. Link to presentation portal will be provided on September 15, 2021.***
- Invitation to participate in virtual ***TSPRA Exhibitor Extravaganza*** open to all TSPRA members on ***April 15, 2022***, utilizing the Remo platform with opportunities to award door prizes “on stage” and opportunity to provide client follow-up 6.5 weeks following conference.
- **NOTE:** Basic electrical and WIFI connections available at no additional cost.



## CONFERENCE PROGRAM ADVERTISING

- Advertiser to submit ready for press ad in jpeg or pdf format.
- Full specs will be provided.
- 800-850 conference programs printed.
- Deadline for ad copy: **January 17, 2022**
- Cost:
  - o Full page color ad: \$500
  - o Half page color ad: \$250
  - o Quarter page color ad: \$125