

LITERACY TEXAS ANNUAL CONFERENCE



2023 SPONSORSHIP INFORMATION



Welcome back to College Station!

Our first year at the Hilton College Station & Conference Center was even more successful than we dared hope. We're overjoyed to be returning to this wonderful location for the second year, with an expanded program and a new 2023 theme: **Literacy Unleashed**.

We're looking forward to more great learning alongside literacy professionals from multiple fields: Adult and family literacy providers; instructors; immigration and citizenship specialists; and library staff, among many others. And as in 2022, we know we'll see folks from across the state – from El Paso and Beaumont; Amarillo and Edinburg, and everywhere in between!

I believe we provide supporters with an exceptional opportunity to engage with the Texas literacy community in its great diversity, and I thank you for considering becoming a sponsor of the 2023 Literacy Texas Annual Conference. **Your investment in literacy will provide a brighter future for thousands of Texas families.**

I wholeheartedly appreciate your ongoing support of literacy in Texas.



Steve Banta
Executive Director, Literacy Texas

Literacy Texas Annual Conference 2023 – Tuesday, August 1 & Wednesday, August 2
Hilton College Station & Conference Center: 801 University Drive East, College Station, TX, 77840
"Literacy Unleashed" | [Literacy Texas.org/Conference](https://LiteracyTexas.org/Conference)

WHY CHOOSE THE LITERACY TEXAS ANNUAL CONFERENCE?



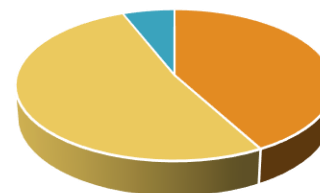
Attendee rating for 2022 conference

ONE OF THE
BEST YET!

ABOUT CONFERENCE ATTENDEES

280 average
attendance

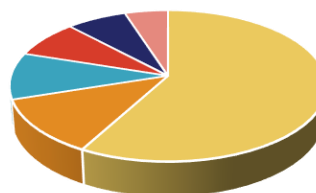
52% Administrators
42% Instructors
6% Other



DIVERSE &
INFORMATIVE

165 organizations
represented

ALL SESSIONS
WERE VERY
ENGAGING



58% Nonprofits
12% Colleges & Universities
10% ISDs
8% Workforce Boards
7% Libraries
5% Other

ABOUT LITERACY TEXAS

We believe every person in Texas has a right to literacy. We understand that literacy is more than just reading and writing: it is competency and understanding; it is achieving goals to reach our full potential as members of our shared society.

Our mission is to connect and equip Texas adult and family literacy programs through resources, training, networking, and advocacy.

*Data is averaged
from conference
attendee surveys
in 2022, 2021,
and 2020.*

*Attendee quotes
are from 2022.*



2023 SPONSORSHIP PACKAGES & BENEFITS

PLATINUM - \$10,000 – CONFERENCE PRESENTING SPONSOR

- ★ Recognition as conference presenting sponsor in e-newsletters prior to conference
- ★ Recognition as conference presenting sponsor in all conference-related mailings
- ★ Logo on Literacy Texas website until conference date + one year
- ★ Blog post on LiteracyTexas.org on a literacy-related topic
- ★ Profile in Literacy Texas e-newsletter
- ★ Recognition as conference presenting sponsor in slideshow at every plenary session
- ★ Recognition as conference presenting sponsor in plenary remarks
- ★ Color, full-page ad in printed conference program (letter-sized)
- ★ Double exhibitor table space (includes conference entry for up to four people)
See Exhibitor Information Packet for all exhibitor details

GOLD - \$5,000

- ★ Recognition as gold-level sponsor in e-newsletters prior to conference
- ★ Recognition as gold-level sponsor in all conference-related mailings
- ★ Logo on Literacy Texas website until conference date + one year
- ★ Recognition as gold-level sponsor in slideshow at every plenary session
- ★ Recognition as gold-level sponsor in slideshow in plenary remarks
- ★ Color, half-page ad in printed conference program (letter-sized)
- ★ Double exhibitor table space (includes conference entry for up to three people)
See Exhibitor Information Packet for all exhibitor details



SILVER AND BRONZE SPONSORSHIP PACKAGES & BENEFITS ON THE NEXT PAGE

2023 SPONSORSHIP PACKAGES & BENEFITS - CONTINUED

SILVER - \$3,000

- ★ Recognition as silver-level sponsor in e-newsletters prior to conference
- ★ Recognition as silver-level sponsor in all conference-related mailings
- ★ Logo on Literacy Texas website until conference date + one year
- ★ Recognition as silver-level sponsor in slideshow at every plenary session
- ★ Color, quarter-page ad in printed conference program (letter-sized)
- ★ Single exhibitor table space (includes conference entry for up to two people)
See Exhibitor Information Packet for all exhibitor details

BRONZE - \$2,000

- ★ Recognition as bronze-level sponsor in e-newsletters prior to conference
- ★ Recognition as bronze-level sponsor in all conference-related mailings
- ★ Logo on Literacy Texas website until conference date + one year
- ★ Recognition as bronze-level sponsor in slideshow at every plenary session
- ★ Single exhibitor table space (includes conference entry for one person)
See Exhibitor Information Packet for all exhibitor details



2023 PRINTED PROGRAM ADVERTISING OPPORTUNITIES

\$	AD TYPE	AD SPECS
\$500	Full-page program ad	Program is in full color, letter sized, distributed to all attendees. Complete ad may be submitted as a PNG or JPG, at 300dpi.
\$300	Half-page program ad	Full page: 2,550 px wide, 3300 px tall Half-page: 2,550 px wide, 1,650 px tall Quarter-page: 1,275 px wide, 1,650 px tall
\$200	Quarter-page program ad	Print deadline: 5 pm July 10, 2023. Space limitations apply.

2023 A-LA-CARTE SPONSORSHIP OPPORTUNITIES



\$	DETAILS	BENEFITS
	Conference VIP Reception Host	
\$8,000	Official Conference & Exhibitor Grand Opening with light bites and drinks for all attendees	Gold-level sponsorship benefits, plus: <ul style="list-style-type: none"> - Signage at VIP Reception recognizing you as VIP Reception Host - Recognition in printed conference program as VIP Reception Host - Verbal recognition as VIP Reception Host in welcoming remarks
	"Dinner Dollars" Champion	
\$6,000	Very popular Day 1 evening dinner encouraging local College Station dining	Gold-level sponsorship benefits, plus: <ul style="list-style-type: none"> - Recognition in printed conference program as Dinner Dollars Champion
	Breakfast Sponsor	
\$4,500	Hot breakfast for all conference attendees on both days	Silver-level sponsorship benefits, plus: <ul style="list-style-type: none"> - Recognition as Breakfast Sponsor in printed conference program - Recognition as Breakfast Sponsor in remarks from podium
	Student & Volunteer Awards Patron	
\$2,000	Travel and trophy costs for annual award winners	<ul style="list-style-type: none"> - Recognition in printed conference program as Awards Patron - Recognition in remarks from podium at Awards Luncheon
	Refreshment Sponsor	
\$1,200	Refreshment station with morning and afternoon tea, coffee, and snacks	<ul style="list-style-type: none"> - Signage at refreshment station recognizing you as Refreshment Sponsor - Recognition in printed conference program as Refreshment Sponsor
	Photobooth Sponsor	
\$800	Popular photobooth with costumes at VIP Reception	<ul style="list-style-type: none"> - Signage at photobooth recognizing you as sponsor - Recognition in printed program as Photobooth Sponsor
	Wifi Provider	
\$500	Wifi throughout hotel for use by attendees	<ul style="list-style-type: none"> - Naming rights to wifi password throughout the conference - Recognition in printed program as Wifi Provider

HAVE A QUESTION? READY FOR NEXT STEPS?
CALL STEVE AT 972-998-7444 OR EMAIL STEVE@LITERACYTEXAS.ORG