



Sponsorship Opportunities Tourism & Preservation Roundup 2014

July 30–August 1, 2014 • Canyon, Texas
as of 4/21/14

Canyon, Texas, will host the Texas Plains Trail Region’s 6th annual Tourism & Preservation Regional Roundup, to kick off our Region’s second decade of service to Texas travelers. We will welcome some 150 attendees—tourism professionals, historians, parks professionals, chamber and CVB executives, museum directors, educators, artists, and dedicated community volunteers—to share in two days of inspiring and visionary programming focused on heritage tourism in our part of Texas. Our program will incorporate practical hands-on sessions with ideas that participants can adapt for their own local work, as well as sessions by authors, photographers, entertainers, social media and marketing experts, and other engaging presenters.

Optional workshops will be offered before and after the conference proper. An opening gala reception will be held at the Panhandle-Plains Historical Museum. And to cap off our experience, we have scheduled **Texas PBS’s “The Daytripper,” Chet Garner**, as keynote speaker; he’ll also be our special guest at **Texas Plains Trail Region Night at the TEXAS Musical Drama on July 31**.

The Roundup promises to be the highlight of the year for our communities and sites, bringing participants from the Panhandle and Plains and beyond to enjoy a summer gathering in beautiful Canyon and Palo Duro Canyon State Park. Sponsorships are available at various levels of cash and in-kind donations, to allow businesses and organizations to showcase their community support. Exhibit booths are also available in our Vendor Fair area on July 31.

Please indicate your level of sponsorship below.

Keynote Sponsor, \$5,000 (one available)

- Eight tickets to all Roundup events
- Opportunity to address group and introduce your business/organization at keynote and Texas Plains Trail Night July 31
- Venue marquee identification for Chet Garner’s keynote, displayed in advance and on event date
- Identification with logo as Keynote Sponsor in all advance promotional materials, including print and radio advertising, advance newsletters, posters, flyers, social media
- Full-page color advertisement in conference program
- Inclusion in all advance social media, news publicity, and website promotions
- Custom logo banner displayed throughout conference
- Podium recognition as Keynote Sponsor during conference sessions
- Premium booth location in Vendor Fair area

Platinum Sponsor • \$2,500 (three available)

- Four tickets to all Roundup events
- Opportunity to address group and introduce your business/organization at opening reception July 30
- Identification with logo as Platinum Sponsor in all advance promotional materials, including print and radio advertising, advance newsletters, posters, flyers, social media
- Full-page color advertisement in conference program
- Inclusion in all advance social media, news publicity, and website promotions
- Custom logo banner displayed throughout conference
- Podium recognition as Platinum Sponsor during conference sessions
- Premium booth location in Vendor Fair area

Two potential naming opportunities:
—Opening Reception, Wed., July 30
—Networking Brunch and Media Workshop, Fri., Aug. 1

Gold Sponsor • \$1,000 (four sessions available)

- Two tickets to all Roundup events
- Emcee's recognition as Gold Sponsor preceding conference session
- Identification with logo as Gold Sponsor in all advance promotional materials, including print and radio advertising, advance newsletters, posters, flyers, social media
- Half-page color advertisement in conference program
- Inclusion in all advance social media, news publicity, and website promotions
- Combined logo banner displayed throughout conference
- Premium booth location in Vendor Fair area
- Four potential opportunities for session sponsorships, Thurs., July 31

Silver Sponsor • \$500

- Two tickets to all Roundup events
- Identification as Silver Sponsor in all advance promotional materials, including print and radio advertising, advance newsletters, posters, flyers, social media
- Quarter-page color advertisement in conference program
- Inclusion in advance social media, news publicity, and website promotions
- Combined logo banner displayed throughout conference
- Booth in Vendor Fair area

Community Sponsor • \$250

- One ticket to all Roundup events
- Identification as Bronze Sponsor in all advance promotional materials, including print and radio advertising, posters
- Listing in conference program
- Inclusion in advance social media, news publicity, and website promotions
- Combined logo banner displayed throughout conference
- Booth in Vendor Fair area

Other donation • please indicate amount: _____

Sponsor Business/Organization

Contact _____

Address _____

City _____ State _____ ZIP _____

Phone _____

E-mail _____

Website _____

For credit card payment:

__ Check __ MasterCard __ VISA __ Discover __ American Express

Name on card _____

Card number _____

Expiration _____ CVV _____

Please provide a high-resolution digital file of your logo along with your payment so that we may begin promoting your organization immediately.

Please make checks payable to Texas Plains Trail Region or TPTR

Mail to Texas Plains Trail Region, P. O. Box 88, Lubbock TX 79408-0088

Questions: info@TexasPlainsTrail.com, www.TexasPlainsTrail.com, 806.747.1997

The Texas Plains Trail Region is a 501(c)(3) educational nonprofit organization based in the state of Texas, and a heritage tourism initiative of the Texas Historical Commission.