



## Sponsorship Opportunities Tourism & Preservation Roundup 2017

July 19–21, 2017 • Plainview, Texas

updated 6/15/2017

Our annual Heritage tourism gathering will take place in July 2017 in Plainview, the heart of the Texas Plains Trail Region, a crossroads from buffalo trail days to the age of the Interstates. In addition to being a Texas Main Street City with a thriving courthouse square and downtown, Plainview is home to Wayland Baptist University, which has recently opened an excellent new museum dedicated to one of West Texas's most influential musicians, Plainview native Jimmy Dean. The event will provide opportunities for inspiration and education, with a special emphasis on Texas music heritage and the state's historic trails and highways. From Wednesday's museum tours and banquet program, through Thursday's informative sessions and evening entertainment, to Friday's hands-on session to help communities implement new tourism and economic development strategies, you won't want to miss a moment!

Please indicate your level of sponsorship below.

Platinum Sponsor • Main Street Plainview

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

- Two tickets to all Roundup events
- Opportunity to address group and introduce your business/organization at opening reception
- 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
- Custom logo banner displayed throughout conference
- Podium recognition as Platinum Sponsor during conference sessions
- Premium booth location in Vendor Fair area
- Naming opportunities for particular sessions, events, or breaks

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 Community 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

Media Sponsor • [variable value]

- In-kind trade for promotional messaging in your statewide, regional, or local outlet
- Identification as Media 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
- Press credentials to all Roundup events; access to interviews with presenters

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](mailto:info@TexasPlainsTrail.com), [www.TexasPlainsTrail.com](http://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.