



TEXAS APARTMENT ASSOCIATION

2025 Sponsorship Opportunities

featuring:

- a new Annual Sustainers Program
- and customized ONE Conference Sponsorships

2025 Sponsorship Pathways

Annual Sustainers Program

- Annual program focused on longer-term visibility and a suite of benefits
- Participation on TAA's PSC and ability to attend Board and Executive Committee meetings included for certain levels
- Discounts on ONE Conference items (Percentage varies by level)



2025 ONE Conference Sponsorships

- A full menu of 2025 ONE Conference items is customized for the Houston event
- Items are available on a first-come, first-served basis
- Exhibitors can customize their sponsorship value with individual items or a set of benefits

Customize YOUR Visibility

1

Consider your company's goals regarding branding, visibility and networking.

TAA's 2025 opportunities offer both year-long recognition as a new TAA Sustainer with all of the promotion and networking opportunities that apply for each level of that program, as well as high-visibility options during the 2025 ONE Conference in Houston, May 7-9.

2

Choose to participate either as a TAA Sustainer OR as a ONE Conference sponsor, or choose BOTH to maximize your value!

2025 Sustainers will get year-round benefits in addition to discounts on ONE Conference sponsorship items based on the level they choose. **Because Sustainer levels and ONE Conference items are available on a first-come, first-served basis, you'll want to sign up early.**

PLATINUM Sustainer Up to 8 companies

Marketing Benefits

Year-round recognition as a Platinum Sustainer in all TAA channels, including:

- *Texas Apartments* magazine advertorial upon request
- 1 sponsored educational webinar per year hosted by TAA on TAA website
- on TAA social media
- in TAA newsletter/email communications

Event Benefits

Quarterly TAA Board Meetings

- Digital and print signage at registration/main entrance
- Digital and print signage at all meals and group events
- Announcement recognition at Thursday Board Lunch
- Recognition on board meeting app

ONE Conference

- 15% discount on ONE Conference sponsorships, including access to limited stage-time opportunities at ONE Conference events
- Priority booth selection for ONE Expo when sales first open
- Recognition as a TAA Sustainer onsite during the ONE Conference
- Early access/premium seating to select ONE Conference events for predetermined quantity of representatives
- Invitation-only access to conference speaker event
- 8 complimentary ONE Conference badges and party tickets
(*only available to ONE Conference exhibitors*)

Leadership Access and Influence Benefits

- 2 representatives invited to serve on TAA's 2025 Product & Service Council
- Up to 3 additional representatives invited to attend TAA's three 2025 Board meetings
- 1 representative invited to attend the TAA Executive Committee January Kickoff, portion of the meeting and all social and meal functions
- 1 representative invited to attend the TAA Executive Committee Year-End Retreat, portion of the meeting and all social and meal functions
- 1 representative invited to attend the Executive Committee Breakfast at the ONE Conference, the meal and portion of the meeting (*representative must be registered*)
- 3 representatives invited to attend a special Executive Committee event at the ONE Conference (*representatives must be registered*)

GOLD Sustainer

Up to 15 companies

Marketing Benefits

Year-round recognition as a Gold Sustainer in all TAA channels, including:

- on TAA website
- on TAA social media
- in TAA newsletter/email communications

Event Benefits

Quarterly TAA Board Meetings

- Digital and print signage at registration/main entrance
- Digital and print signage at all seated meals

ONE Conference

- 10% discount on ONE Conference sponsorships
- Priority booth selection for ONE Expo
- Recognition as a TAA Sustainer onsite during the ONE Conference
- Early access/premium seating to select ONE Conference events for predetermined quantity of representatives
- Invitation-only access to conference speaker event
- 5 complimentary ONE Conference badges and party tickets
(only available to ONE Conference exhibitors)

Leadership Access and Influence Benefits

- 1 representative invited to serve on TAA's 2025 Product & Service Council
- Up to 2 additional representatives invited to attend TAA's three 2025 Board meetings
- 2 representatives invited to attend a special Executive Committee event at the ONE Conference *(representatives must be registered)*

SILVER Sustainer

Up to 25 companies

Marketing Benefits

Year-round recognition as a Silver Sustainer in all TAA channels, including:

- on TAA website
- on TAA social media
- in TAA newsletter/email communications

Event Benefits

Quarterly TAA Board Meetings

- Digital and print signage at registration/main entrance and all seated meals

ONE Conference

- Priority booth selection for ONE Conference
- 10% discount on ONE Conference sponsorships
- Recognition as a TAA Sustainer onsite during the ONE Conference
- Early access/premium seating to select ONE Conference events for predetermined quantity of representatives
- 2 complimentary ONE Conference badges/party tickets (*for ONE Conference exhibitors*)

Leadership Access and Influence Benefits

- 1 representative invited to attend TAA's three 2025 Board meetings
- 1 representative invited to attend a special Executive Committee event at the ONE Conference (*representatives must be registered*)

BRONZE Sustainer

Unlimited number

Marketing Benefits

Year-round recognition as a Bronze Sustainer in all TAA channels, including:

- on TAA website, in social media and in TAA newsletter/email communications

Event Benefits

Quarterly TAA Board Meetings

- Digital and print signage at registration/main entrance and all seated meals

ONE Conference

- Priority booth selection for ONE Conference
- 5% discount on ONE Conference sponsorships
- Recognition as a TAA Sustainer onsite during the ONE Conference
- Early access/premium seating to select ONE Conference events
- 1 complimentary ONE Conference badge (*for ONE Conference exhibitors; event tickets not included*)

Leadership Access and Influence Benefits

- 1 representative invited to attend a special Executive Committee event at the ONE Conference (*representatives must be registered*)

Annual Sustainers Program Levels and Pricing

	Platinum (up to 8)	Gold (up to 15)	Silver (up to 25)	Bronze (unlimited)
Annual Fee FOR NEW SPONSORS	\$50,000	\$25,000	\$12,500	\$6,500

READ THIS before deciding how to invest

- 1. 2025 Sustainers receive discounts on ONE Conference sponsorship items, which are available on a first-come, first-served basis**
- 2. Note that there are limited numbers of Sustainer spots at the Platinum, Gold and Silver levels available on a first-come, first-served basis**
- 3. Add-on items are also available on a first-come, first-served basis**
- 4. Payment for Sustainer levels and add-ons are due in full in early 2025**
- 5. Consider your company goals for visibility, your total budget and how participating in both the Sustainer program and ONE Conference sponsorships would offer value for your company.**
- 6. If you'd like to visit with the TAA team to help identify opportunities that will meet your goals, please contact glenda@taa.org.**

ADD-ONS

to complete your Sustainer experience

Subject to availability

3 at \$15,000	TAA Executive Committee Kickoff Meeting (included for Platinum level)
3 at \$15,000	TAA Executive Committee Year-End Retreat (included for Platinum level)
1 at \$10,000	Texas Leaders Dinner during NAA Advocate
1 at \$10,000	Texas Leaders Dinner during NAA Apartmentalize
1 at \$10,000	Texas Leaders Dinner during NAA's Assembly of Delegates Meeting
1 at \$10,000	Executive Committee Tribute Dinner at Fall Board Meeting
1 at \$10,000	Named Sponsor of TAA's Professional Awards
0 at \$7,500	Lanyards for all three Board Meetings
0 at \$5,000	Executive Committee Dinners at Winter & Summer Board Meeting
1 at \$5,000	Named Sponsor TAA Leadership Lyceum Program
1 at \$5,000	Annual Community Service Initiative
1 at \$5,000	TAA NextGen Education Event
3 at \$2,000	Sponsored educational webinar hosted by TAA
0 at \$1,500	Badges at Winter Board Meeting
1 at \$1,500	Badges at Summer Board Meeting
0 at \$1,500	Badges at Fall Board Meeting

TAA 2025 Annual Sustainer Contract NEW SPONSOR

Please fill out completely. After completion, email to glenda@taa.org.

1. Sustainer company name ("Company"): _____
Company name (as you want listed in any acknowledgment): _____
Contact (person to whom sponsor communication will be sent): _____
Mailing address: _____
City/state/ZIP: _____
Office phone: _____ Cell phone: _____
Email address: _____

2. Two or more companies may share a single sponsorship if they are wholly owned by the same partners, if one is the wholly owned subsidiary of the other, or if they are wholly owned subsidiaries of another entity. Two or more unrelated companies in terms of ownership are not allowed to share a single sponsorship.

3. Company agrees to be a Sustainer sponsor at the dollar level specified below: *(Check one and specify requested add-ons)*

- Platinum—\$50,000 Silver—\$12,500 Additional recognition items—\$_____
- Gold—\$25,000 Bronze—\$6,000 Specify item(s): _____
- Total Sustainer amount:** \$ _____

The Sustainer sponsorship fee does not include any expenses incurred as part of participating in sponsored items or events.

4. Company agrees to pay 50 percent or more of the Sustainer fee by January 31 and the remainder by March 1, 2025. Failure to pay the Sustainer fee by March 1 may result in loss of company's sponsorship benefits, rights related to event participation and all monies owed to TAA for the sponsorship. Funds already paid to TAA for sponsorships shall be considered liquidated damages for TAA having reserved sponsor benefits for company and for TAA's costs, staff time and effort. If TAA opts to extend the final payment deadline for any reason, a 10 percent late charge may be assessed.

5. Company understands and agrees to the benefits for TAA Sustainers as outlined in TAA's Sustainer benefits package. No oral representations have been or will be binding on TAA. TAA representatives do not have authority to bind TAA with oral statements or agreements. Fax or electronic signatures of company and TAA are binding.

6. Additional item selection, if applicable, will occur initially by level and then subsequently as Sustainers join the program.

7. Company acknowledges that this is a "qualified sponsorship payment," consistent with Internal Revenue Code §513(i), and expects no substantial return benefit as a result of the sponsorship.

8. If company decides to cancel sponsorship at any point, TAA will attempt to fill the sponsorship slot and may refund a portion of any fees paid based on whether the sponsorship slot is filled.

9. Company agrees to all of the terms and conditions in this contract and in the TAA Sustainer Program overview. This contract is not valid and binding until signed by an authorized TAA representative.

By (authorized signature of company's representative): _____ Date signed: _____

Printed/typed name and title of person signing: _____

FOR TAA USE ONLY

SUSTAINER25NEW

ACCEPTANCE BY TAA. This Sustainer Contract is accepted by Texas Apartment Association, Inc. (TAA), subject to the terms and conditions associated with the sponsorship as described in the TAA Sustainer Program package.

By (authorized signature): _____

Printed/typed name and title of person signing: _____

Date signed: _____

Company's Sustainer level/amount confirmed: _____