

SPONSORSHIP & ADVERTISING PACKAGES

Called to Teach HOMESCHOOL CONVENTIONS 2019



Expand Your Reach to Texas Homeschool Families

DALLAS, MAY 9–11, 2019

THE WOODLANDS, MAY 30–JUNE 1, 2019

Called to Teach

HOMESCHOOL CONVENTIONS 2019

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With the number of families choosing to homeschool in Texas increasing by the thousands every year, the diversity of Convention attendees is as wide as the needs of homeschool families in our great state. The board and staff of THSC work tenaciously to provide unique events designed to minister to this diverse group.

Our Called to Teach Homeschool Conventions offer your organization an immeasurable opportunity to engage with new and veteran homeschooling families, showcasing your products and services. Both of our Conventions this year will be held in the spring—one in Dallas, Texas, May 9-11, 2019, and the other in The Woodlands, Texas, May 30-June 1, 2019.

Our sponsors receive unparalleled brand exposure and exclusive benefits before and during the Convention. By partnering together, our expectation is that we will each grow our organizations, and together, provide encouragement and support for the vibrant homeschooling movement.

In your service and His,

A handwritten signature in black ink that reads "Tim Lambert". The signature is fluid and cursive, with a large, stylized "T" and "L".

Tim Lambert, President

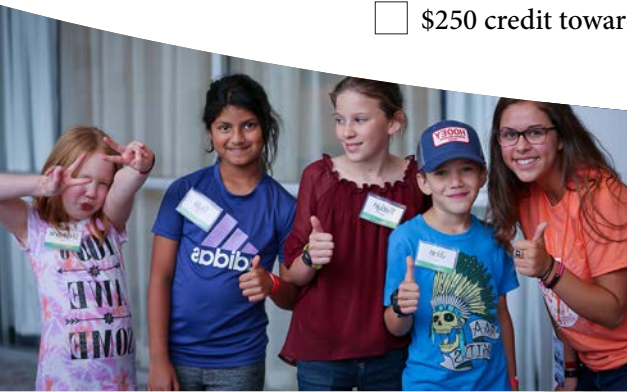
GENERAL BENEFITS & ADDITIONAL BENEFITS MENU

General Benefits (for all Booth Sponsors)

- Name and logo on “Thank You” sponsor page in program
- Logo, link and organization description posted on Convention sponsor webpage
- Initiative to drive attendees to your booth
- Sponsor may provide a 2’ x 8’ (or other similar size) pop-up style banner for THSC to display in prominent location
- Sponsor may receive up to six full Convention registration passes (per Convention sponsorship) in exchange for promotion via sponsor’s social media outlets and/or email list (perfect for hosting a giveaway with your audience!)
- Sponsor name highlighted in booth listings in Convention program guide
- Bonus benefit for sponsoring both Conventions! Logo included on Convention promo ad (must confirm sponsorship prior to February 22, 2019)
- Logo on scrolling announcements/slides prior to workshop session
- Sponsor logo and link included in Convention eblast (sponsorship must be reserved by 3/31/19 to receive this benefit)

Additional Benefits Menu (Purchase additional option for \$250) *See Sponsorship Details for Number of Available Selections*

- ☐ Wireless internet for one connection per booth (sponsors with two or more booths may receive up to three internet connections at no additional cost)
- ☐ Electricity for booth
- ☐ Featured workshop (limited availability)
- ☐ \$275 credit toward program ad
- ☐ \$275 credit toward registration bag inserts
- ☐ Lead card listing (first come, first serve)
- ☐ Coupon page listing (limited availability)
- ☐ Opportunity to walk around the Exhibit Hall in a costume, attracting people to your booth (limited availability)
- ☐ \$250 credit towards an additional booth (first come, first serve)



TOP TIER SPONSORSHIPS

LONE STAR

Top billing, the Lone Star sponsor gets the best of everything!

- 2-3 minute video presentation prior to a general session (video must be approved by THSC)
- Full-page advertisement (artwork provided by sponsor) in the Convention program
- Two box lunches on the Friday and Saturday of Convention
- Two tickets to Friday evening VIP Dinner
- Sponsor's logo printed on the front of the Convention program
- Sponsor's logo displayed on a banner in main corridor at Convention, highlighted as "Lone Star" sponsor
- Two corner booths in an optimal location in Exhibit Hall
- Featured speaking opportunity
- 4 selections from additional benefits menu
- Sponsor video embedded on sponsor thank you page
- Fliers on chairs prior to general session
- Rotating web banner ad on main Convention landing page
- Sponsor logo on Exhibit Hall map

\$10,000 for one Convention or \$17,500 for both!

TOP TIER SPONSORSHIPS

FREEDOM

Second only to the Lone Star

- 2-3 minute video presentation prior to a general session (video must be approved by THSC)
- Full-page advertisement (artwork provided by sponsor) in the Convention program
- Two box lunches on the Friday and Saturday of Convention
- Two tickets to Friday evening VIP Dinner
- One corner booth + interior in Exhibit Hall
- Sponsor's logo displayed on a banner in main corridor at Convention, highlighted as "Freedom" sponsor
- Featured speaking opportunity
- 4 selections from additional benefits menu
- Sponsor video embedded on sponsor thank you page
- Rotating web banner ad on main Convention landing page
- Sponsor logo on Exhibit Hall map

\$8,500 for one Convention or \$16,000 for both!

“ Best in class homeschool convention. ”

~ Pure Flix

TOP TIER SPONSORSHIPS

TEXAS LEADERS

Pre-Convention sponsor for Texas Leader Conference

- Option to provide giveaway items to leaders
- 2-3 minute video presentation prior to a TLC session (video must be approved by THSC)
- Sponsor logo and link on Texas Leaders Conference webpage
- Full-page advertisement (artwork provided by sponsor) in the Convention program
- Two box lunches on the Friday and Saturday of Convention
- Corner booth in Exhibit Hall
- 3 selections from additional benefits menu
- Sponsor video embedded on sponsor thank you page
- Rotating web banner ad on main Convention landing page
- Sponsor logo on exhibit hall map
- Banner displayed in main corridor at Convention, highlighted as “Texas Leaders” sponsor

\$7,500 for one Convention or \$14,000 for both!



TOP TIER SPONSORSHIPS

BLUEBONNET

Saturday Evening Special Entertainment Event

- 2-3 minute video presentation prior to a Saturday evening event (video must be approved by THSC)
- Full-page advertisement (artwork provided by sponsor) in the Convention program
- Two box lunches on the Friday and Saturday of Convention
- Corner booth in Exhibit Hall
- Banner displayed in main corridor at Convention, highlighted as “Bluebonnet” sponsor
- 3 selections from additional benefits menu
- Sponsor video embedded on sponsor thank you page
- Rotating web banner ad on main Convention landing page
- Sponsor logo on Exhibit Hall map

\$6,500 for one Convention or \$12,000 for both!

TOP TIER SPONSORSHIPS

NEW TO HOMESCHOOLING THURSDAY AFTERNOON PRE-CONVENTION SEMINAR

Reach the Family Just Beginning Their Homeschooling Journey

- Option to provide giveaway items to seminar attendees
- 2-3 minute video presentation prior to the New To Homeschool Seminar (video must be approved by THSC)
- Sponsor logo and link on New to Homeschooling seminar webpage
- Half-page advertisement (artwork provided by sponsor) in the Convention program
- Standard booth in Exhibit Hall
- 3 selections from additional benefits menu
- Pop-up banner at New To Homeschooling Seminar placed at the entry of seminar (provided by sponsor)
- Sponsor video embedded on sponsor thank you page
- Rotating web banner ad on main Convention landing page
- Sponsor logo on Exhibit Hall map
- Table set up at the event for you to showcase your product and talk to the seminar attendees

\$6000 for one Convention, or \$11,000 for both

MIDDLE TIER SPONSORSHIPS

Golden Spur

- Corner booth in Exhibit Hall
- Half-page advertisement (artwork provided by sponsor) in the Convention program
- 2 selections from additional benefits menu
- Rotating web banner ad on main Convention landing page

\$5,000 for one Convention or \$9,000 for both!

Registration Bags

- Sponsor name and logo printed on outside of Convention registration bags distributed to each family attending
- Standard booth in Exhibit Hall
- Half-page advertisement (artwork provided by sponsor) in the Convention program
- 2 selections from additional benefits menu
- Rotating web banner ad on main Convention landing page

\$5,000 each or \$10,000 for both!

Teen Staff

- Sponsor logo printed on Teen Staff T-shirts
- Opportunity for 3 to 5-minute video or live presentation to Teen Staff
- Sponsor logo and link on Teen Staff Convention webpage
- Standard booth in Exhibit Hall
- 2 selections from additional benefits menu
- Half-page advertisement (artwork provided by sponsor) in the Convention program

\$5,000 for one Convention or \$9,500 for both!

“ I loved it. Being here AND receiving such a warm welcome from the families here has been a wonderful experience. We generated a lot of interest in our Nissan Passenger Van. I have truly enjoyed this experience. ”

~Fred Haas Nissan

MIDDLE TIER SPONSORSHIPS

Children's Convention *(One available per Convention)*

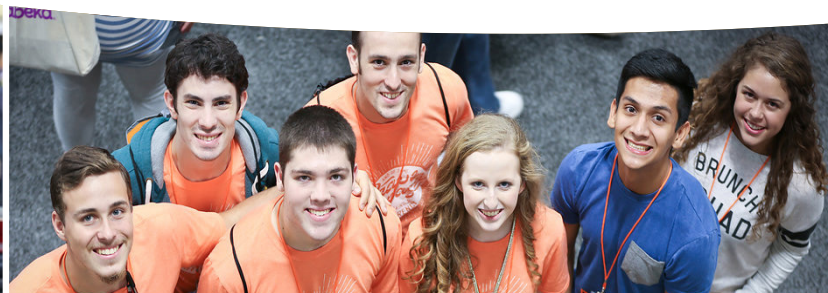
- Opportunity for Children's Convention presentation to children (presentation must be approved by THSC)
- Flyer/Brochure distributed to parents of Children's Convention attendees
- Sponsor logo and link on Children's Convention webpage
- Standard booth in Exhibit Hall
- Half-page advertisement (artwork provided by sponsor) in the Convention program
- 2 selections from additional benefits menu

\$4,750 for one Convention or \$8,750 for both!

Alamo Coffee Break *(4 total—2 on Friday, 2 on Saturday)*

- Beverage station placed in close proximity to booth during afternoon Exhibit Hall session with identifying signage as provided by sponsor
- Corner booth in Exhibit Hall
- Half-page advertisement (artwork provided by sponsor) in the Convention program
- 2 selections from additional benefits menu
- Sponsor logo in the pages of schedule in program identifying Alamo Coffee Break sponsor
- Rotating web banner ad on main Convention landing page

\$4,500 for one Convention or \$9,000 for both!



MIDDLE TIER SPONSORSHIPS

Hands-On Homeschooling

- 2 non-corner booths—local museums and attractions are invited. 2 booths to give sponsor plenty of space for hands-on activities for kids.
- Icon on map
- Brochure in registration bag
- 1 additional Benefit

\$4,250 each Convention

High School/College Track *(The Woodlands Only)*

- Sponsor logo in the pages of schedule in program identifying High School/College Track sponsor
- Sponsor logos on special program signage
- Option to provide materials for distribution at high school families special fellowship
- Standard booth in Exhibit Hall
- 2 selections from additional benefits menu

\$4,000 The Woodlands only

Homeschooling 101 Track *(The Woodlands Only)*

- Sponsor logos on special program signage
- Standard booth in Exhibit Hall
- 2 selections from additional benefits menu
- Stage Recognition
- Table set up at seminar

\$4,000 The Woodlands only

ENTRY LEVEL SPONSORSHIPS

Charging Station *(One available per Convention)*

- Charging station kiosk placed in close proximity to booth with signage identifying charging station sponsor + sponsor logo on charging station
- Opportunity to provide literature in/on charging station
- Standard booth in an Exhibit Hall
- 2 selections from additional benefits menu

\$3,500 for one Convention or \$7,000 for both!

Silver Spur *(Four available per Convention)*

- Standard booth in Exhibit Hall
- 2 selections from additional benefits menu

\$2,250 per Convention!

Lanyard *(One available per Convention):*

- Sponsor responsible to provide 5,000 J-type, swivel hook lanyards (per Convention) with name and logo
- Standard booth in Exhibit Hall
- 2 selections from additional benefits menu

\$1,500 per Convention!



ADD-ON / NON-BOOTH SPONSORSHIPS

Pair an add-on, non-booth sponsorship with another sponsorship to increase your reach and visibility at the Called to Teach THSC Conventions.

☐ **Encouragement by Chocolate — Friday evening Ladies Event—(\$3,000 per Convention)**

- Table set up at special EBC event
- Opportunity to place an item at each place or table setting at event
- Sponsor logos on special program signage
- Show 2-3 minute video before EBC
- Recognition from stage

☐ **Special Needs Track + Special Buddies—(\$2,500, The Woodlands Only)**

- Signage identifying sponsor placed at Special Buddies pick-up and drop-off area
- Logo on Special Buddies shirts
- Sponsor logo in the pages of schedule in program identifying Special Buddies sponsor
- Logo on special fellowship signage for special needs families
- Option to provide materials for distribution at special needs families special fellowship

☐ **Key Card (\$2,000 per Convention)**

- Sponsor logo/artwork on block of host hotel key cards reserved for THSC room block

Total: \$ _____



ADD-ON / NON-BOOTH SPONSORSHIPS

☐ **Lifetime Members Reception — Good for policy-related organizations (\$2,000 per Convention)**

- Sponsor logo in the pages of schedule in program identifying lifetime members sponsor
- Sponsor logos on special program signage

☐ **Nursing Moms Room — (\$1,000 per Convention)**

- Sponsor logo in the pages of schedule in program identifying Kid's Corner/nursing moms sponsor
- Sponsor logos on Kid's Corner + nursing moms signage
- Provide brochures for nursing room

☐ **Rest Stop — (\$1,000 per Convention)**

- Sponsor logos to highlight their sponsorships on the Exhibit Hall map—sponsorship is encouraged for massage chairs, foot massage devices, manicure (Salon, Massage School)

☐ **Shopping Spree — (\$1,000 per Convention)**

- Sponsor logos to highlight their sponsorships on ad in program/name on shopping spree ads, printed material, etc.

☐ **Lead Card — (\$500 per Convention)**

- Sponsor the front of the lead card—sponsor responsible for printing 500 cards and THSC responsible for design.

Total: \$ _____

REGISTRATION BAG INSERTS

High quality and very popular bags will be distributed for free to attendee families at registration. Advertise your company in the bag with a catalog, flyer, or an option like one of the following with your logo and/or information: pens, keychains, stress balls, deflated balloons, customized fortune cookies, notebooks, notepads, keychain manicure sets, logo compacts, nail files, bookmarks, change purses, tri-highlighters, pencils, rulers, antenna toppers, etc.

PRICING:

INSERTION ITEM	PRICE	D	W	B
SPECIAL All 3D, small promotional items (like those listed above)	\$.10/piece = \$200			
Brochures, postcards (0-1 oz.)	\$.15/piece = \$300			
Catalogs, magazines (1.1-3 oz.)	\$.175/piece = \$350			
Heavyweight items, catalogs, magazines (3.1-7 oz.)	\$.225/piece = \$450			

*CHART KEY: DALLAS IS LISTED AS "D", THE WOODLANDS AS "W", AND BOTH CONVENTIONS AS "B"

TOTAL: _____

KEY DATES & DEADLINES:

ITEM	DALLAS	THE WOODLANDS
Inserts approved	Mar. 15, 2019	Apr. 12, 2019
No refund given	Apr. 11, 2019	May 3, 2019
After approval, inserts must be received	Apr. 11-May 2, 2019	May 2-23, 2019

REGISTRATION BAG INSERTS & EXHIBITION INFORMATION

INSTRUCTIONS

- Please send a sample (or photo of item) to sales@thsc.org by dates listed above.
- Unapproved items will not be included in the bags; no refunds will be given after the dates listed above for unapproved items.
- A disposal fee may be incurred if items are received and not approved for insertion.
- After approval, inserts must be received between dates listed above. A storage fee will be incurred for inserts arriving before these dates, and inserts arriving after the dates are not guaranteed to be placed in the bags or distributed to attendees.
- After approval, we will send the shipping instructions approximately 30 days prior to the dates the inserts must be received. Each Convention has its own shipping address and shipping dates.

EXHIBITION INFORMATION

For grades: _____

Please list the types of items for sale/display (Math, English, Extra Curricular, etc.) _____

Is there an exhibitor you would like to be near? _____

Is there an exhibitor you would like not to be near? _____

EXHIBITION INFORMATION

SPONSOR REPRESENTATIVES

Please list names of those attending, along with which Convention they will attend:

NAMES	D	W	B

NAMES	D	W	B

DALLAS MEAL OPTIONS

Talk to your THSC Sales Representative about the cost and meal options.

DALLAS BOOTH OPTIONS

- ☐ Internet WiFi - \$75 (per device) for the weekend. Qty. _____ Total: _____
- ☐ Electricity — Ask your Sales Representative for the pricing

WOODLANDS MEAL OPTIONS

(Deal includes a sandwich or a wrap, chips, cookie, and a drink for \$13 when pre-ordered.)

FRIDAY

- ☐ Roast Beef Qty. _____
- ☐ Turkey Qty. _____
- ☐ Roasted Turkey Wrap Qty. _____

SATURDAY

- ☐ Roast Beef Qty. _____
- ☐ Turkey Qty. _____
- ☐ Roasted Turkey Wrap Qty. _____

WOODLANDS BOOTH OPTIONS

- ☐ Electricity (20 AMP, 110 volt circuit, 2200 watt) \$170.00 ea. Qty. _____ Total: _____
- ☐ High-Speed Wireless Internet (per connection) \$55 Qty. _____ Total: _____
- ☐ High-Speed Wired Internet (per connection) \$150 Qty. _____ Total: _____

SPONSORSHIP AND ADVERTISEMENT AGREEMENT

2019 *Called to Teach Homeschool Conventions* by THSC

PLEASE PRINT or TYPE:

Contract Date _____ THSC Representative _____

Sponsor Company Contact (All sponsorship communications will be sent to this person.)

Contact Person (Name and Title) _____

Email _____ Phone _____

PUBLISHABLE INFORMATION:

Company Name _____

Address _____ City _____

State _____ Zip _____ Phone _____ Fax _____

Email _____ Website _____

FEE SUMMARY

Sponsorship (write in sponsorship) _____ \$ _____

Circle one: Dallas The Woodlands Both

Add-On Opportunities Total from pages 13 and 14 \$ _____

Program Advertisement (if not included) Total from page 15 \$ _____

Registration Bag Inserts (if not included) Total from page 16 \$ _____

Total from Meal and Booth Options Total from page 18 \$ _____

Total from all pages \$ _____

TOTAL

☐ Check enclosed

☐ Please charge to my Visa, MasterCard, Discover or American Express card. Contact your THSC Representative with your credit card information.

Additional comments:

Authorized signature _____

SPONSORSHIP AND ADVERTISEMENT AGREEMENT *Continued*

2019 *Called to Teach Homeschool Conventions* by THSC

CONCILIATION CLAUSE

Any claim or dispute arising from or related to this agreement shall be settled by mediation and, if necessary, legally binding arbitration in accordance with the Rules of Procedure for Christian Conciliation of the Institute for Christian Conciliation, a division of Peacemaker® Ministries (complete text of the Rules is available at <http://peacemaker.net/rules-of-procedure>). Judgment upon an arbitration decision may be entered in any court otherwise having jurisdiction. The parties understand that these methods shall be the sole remedy for any controversy or claim arising from this agreement and expressly waive their right to file a lawsuit in any civil court against one another for such disputes, except to enforce an arbitration decision.

HOLD HARMLESS CLAUSE

Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising from exhibitor's activities on The Woodlands Waterway Marriott Hotel and Convention Center (Hotel) premises or the Sheraton Dallas Hotel premises and hereby agrees to protect, indemnify, defend, and hold the Texas Home School Coalition (THSC) and the Hotel or Sheraton Dallas Hotel, its owner(s), and its management company(s), as well as their respective agents, servants, and employees harmless against all claims, losses, and damages to persons or property, governmental charges, or fines and attorneys' fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the negligence of THSC, the Hotel, or the Sheraton Dallas Hotel. In addition, the exhibitor acknowledges that neither THSC nor the Hotel or Sheraton Dallas Hotel maintains insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and/or property damage insurance covering such losses by the exhibitor.

FORCE MAJEURE

The performance of this contract by either party is subject to any emergency making it impossible to hold the meeting or to make speeches, including—without limitation—acts of God, war, government regulations, disaster, strikes or threat of strikes (except that neither party may terminate this contract for situations involving that party's own employees), civil disorder, or curtailment of transportation facilities. This contract may be terminated without liability for any of the above reasons by written notice from one party to the other within 10 days of such occurrence or receipt of notice of any of the above occurrences.

By submitting this, the named company and its representatives agree to all rules and policies set forth and the above Conciliation and Hold Harmless Clauses and Force Majeure.

Authorized signature (Required)

Date

THSC signature

Date

Please remit completed agreement (including the page detailing the sponsorship you are purchasing) and payment to:

THSC Convention Sponsorships, PO Box 6747, Lubbock, TX 79493-6747

Fax 806-744-4446 • Contact sales@thsc.org for additional information.