

We miss you so much.

# TPCOLC21



2021 PREISS COMPANY ANNUAL LEADERSHIP CONFERENCE

## SPONSORSHIP INFORMATION

//////// SEPT 27<sup>TH</sup> - 30<sup>TH</sup> ////////// AUSTIN, TEXAS ///





*We miss you  
so much.*

Friends & Sponsors,

We are so excited to announce the return of our Annual Leadership Conference! The past year and a half has certainly thrown challenges at all of us, and we are truly looking forward to moving closer to getting back to normal.

Our Preiss Company Team is busy preparing and planning for our 2021 Annual Leadership Conference. Those of you who have joined and supported us at one or more of our previous conferences know that these events foster not only the continued growth of our company's leaders and key decision-makers, but also the professional and personal bonds with trusted partners like you.

This year, The Preiss Company's 2021 Annual Leadership Conference will be held September 27th through the 30th at The Kimpton Hotel Van Zandt in the wonderfully fun and unique Austin, Texas.

Each year, our Committee selects a new destination with unique venues that are not only able to accommodate the specific needs of a large-scale conference, but also offer unique ways to integrate and showcase our generous sponsors. We are currently working to finalize our Vendor Expo venue and will release more information as soon as it becomes available.

We know that every sponsor wants to maximize their ROI on their contribution. Our goal is to always maximize our sponsors' investment in our organization and strengthen their personal connection to TPCO leaders and decision makers. If you have any specific needs for your display or sponsorship package, please don't hesitate to let us know and we will work diligently to try to accommodate your requests. As always, we will continue to dedicate a block of the agenda for this event.

Please note, that in order to provide the most safe and comfortable environment for our attendees, sponsors and venue staff, **we are requiring that all attending sponsors be either vaccinated against COVID-19 or provide negative COVID-19 test results with the test being administered no more than 72 hours prior to arrival at the conference.**

Should you or your company/organization be unable to attend in person, please let us know and we will work with you to accommodate your desired sponsorship level through digital and/or remote options.

Registration can be completed at [www.preissconferences.com](http://www.preissconferences.com). If you have any questions, please don't hesitate to contact us at [conference.committee@tpco.com](mailto:conference.committee@tpco.com).

We hope to see you in Austin!

*- the tpco conference committee*

[conference.committee@tpco.com](mailto:conference.committee@tpco.com)

# SPONSORSHIP PACKAGES

We are happy to customize your selected sponsorship package in order to meet your needs & goals. For questions regarding sponsorship and/or sponsorship packages, contact [conference.committee@tpco.com](mailto:conference.committee@tpco.com)



## RAINEY (PLATINUM) SPONSOR \$15K CONTRIBUTION



## LADY BIRD (GOLD) SPONSOR \$7.5K CONTRIBUTION



## ZILKER (SILVER) SPONSOR \$5K CONTRIBUTION



## BARTON (BRONZE) SPONSOR \$2.5K CONTRIBUTION

	RAINEY (PLATINUM) SPONSOR \$15K CONTRIBUTION	LADY BIRD (GOLD) SPONSOR \$7.5K CONTRIBUTION	ZILKER (SILVER) SPONSOR \$5K CONTRIBUTION	BARTON (BRONZE) SPONSOR \$2.5K CONTRIBUTION
dedicated promotional space at vendor exposition	X	X	X	X
access to all conference networking events	X	X	X	X
invitation to conference gala (sept 29th)	X	X	X	X
logo in official conference guide book	X	X	X	X
logo on sponsor signage in conference venue	X	X	X	X
ad placement in official conference guide book	full page	half page	quarter page	
discount on sponsorship add-ons (see next page)	15% off	10% off	5% off	
opportunity to introduce speaker or session	X	X		
info or promotional item distribution at conference	X	X		
access to all conference sessions/speakers	X	X		
opportunity for attendee e-mail blast	X	X		
official sponsor of (1) nightly room drop item	X			
exclusive sponsor signage at conference venue	X			
official sponsor of (1) conference evening event	X			



## CAPITOL (DIAMOND) SPONSOR \$30K CONTRIBUTION

THE "CAPITOL" (DIAMOND LEVEL) SPONSORSHIP INCLUDES ALL AVAILABLE SPONSORSHIP BENEFITS PLUS A DEDICATED CONFERENCE SESSION WITH ALL ATTENDEES.



## custom enamel pins | \$2,500

ONLY \$2125 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$2250 FOR LADY BIRD (GOLD) AND \$2375 FOR ZILKER (SILVER)

INDULGE IN WHAT IS UNDOUBTEDLY A LEADERSHIP CONFERENCE FAN FAVORITE! ATTENDEES COLLECT THESE FUN ENAMEL PINS AND BRING THEM WITH THEM YEAR AFTER YEAR. THIS SPONSORSHIP ADD-ON WILL IMPLEMENT YOUR COMPANY LOGO INTO A .5" CUSTOM ENAMEL PIN TO BE DISTRIBUTED TO EACH ATTENDEE TO SHOW OFF FOR YEARS TO COME!



## evening room drop | \$3,000

ONLY \$2550 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$2700 FOR LADY BIRD (GOLD) AND \$2850 FOR ZILKER (SILVER)

ADD THIS ELEMENT TO YOUR SPONSORSHIP PACKAGE AND WE'LL ADD AN EXTRA ATTENDEE GIFT TO ONE OF OUR NIGHTLY ROOM DROPS. TAGGED FOR EACH ATTENDEE, FROM YOU!

## afternoon table drop | \$1,500

ONLY \$1275 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$1350 FOR LADY BIRD (GOLD) AND \$1425 FOR ZILKER (SILVER)

ADD THIS ELEMENT TO YOUR SPONSORSHIP PACKAGE AND WE'LL ADD AN EXTRA ATTENDEE GIFT TO ONE OF DAILY TABLE DROPS (SMALL SURPRISES LEFT ON EVERY ATTENDEE SEAT DURING LUNCH) - TAGGED FOR EACH ATTENDEE, FROM YOU!

★ **\*ONLY 4 AVAILABLE\***

## charging stations | \$2,500

ONLY \$2125 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$2250 FOR LADY BIRD (GOLD) AND \$2375 FOR ZILKER (SILVER)

INCLUDES (5) 4" X 9" DOUBLE-SIDED ADVERTISEMENTS PERCHED ATOP CONVENIENT CELL PHONE CHARGING HUBS (PLACED IN THE CENTER OF EACH ATTENDEE TABLE)

★ **\*SOLD OUT\***

## official wi-fi sponsor | \$2,500

ONLY \$2125 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$2250 FOR LADY BIRD (GOLD) AND \$2375 FOR ZILKER (SILVER)

CONNECT WITH ATTENDEES BY SPONSORING CONFERENCE WI-FI! YOUR COMPANY'S LOGO/BRAND WILL BE DISPLAYED & DISTRIBUTED ALONGSIDE CONFERENCE WI-FI INFO.

★ **\*SOLD OUT\***

## first-time attendee breakfast sponsor | \$2,500

ONLY \$2125 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$2250 FOR LADY BIRD (GOLD) AND \$2375 FOR ZILKER (SILVER)

GIVE FIRST-TIME ATTENDEES A WARM WELCOME & BECOME THE OFFICIAL SPONSOR OF OUR "NEW HIRE BREAKFAST." FTAs WILL RECEIVE A SPECIAL INVITATION PRIOR TO THE CONFERENCE WITH GOODIES & A PIECE OF CUSTOM SWAG. YOUR COMPANY LOGO WILL RECEIVE DEDICATED SIGNAGE AT THIS EVENT & BE INCLUDED IN EACH INVITATION PACKAGE.

★ **\*SOLD OUT\***  
**branded lanyards | \$3,000**

ONLY \$2550 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$2700 FOR LADY BIRD (GOLD) AND \$2850 FOR ZILKER (SILVER)

GET YOUR COMPANY'S LOGO ADORNING THE NECKS OF NEARLY 200 ATTENDEES ALL WEEK LONG!

★ **\*LIMITED AVAILABILITY\***  
**keynote sponsor | \$2,500**

ONLY \$2125 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$2250 FOR LADY BIRD (GOLD) AND \$2375 FOR ZILKER (SILVER)

SPONSOR SOME KEYNOTE INSPIRATION! BE THE OFFICIAL SPONSOR OF ONE OF OUR GREAT KEYNOTE SPEAKERS; INCLUDES VERBAL RECOGNITION AT START OF SESSION, PRINT ACKNOWLEDGEMENT IN PRINT & DIGITAL AGENDAS & THE OPPORTUNITY TO INTRODUCE YOUR SPONSORED KEYNOTE.

★ **\*LIMITED AVAILABILITY\***  
**refreshment station sponsor (day 2 | \$750) | (day 3 | \$500)**

ONLY \$638/\$425 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$675/\$450 FOR LADY BIRD (GOLD) AND \$713/\$475 FOR ZILKER (SILVER)

DAY 2 REFRESHMENTS - DEDICATED SIGNAGE AT EACH STATION ALL DAY DURING SESSIONS

DAY 3 REFRESHMENTS - DEDICATED SIGNAGE AT EACH STATION FOR MORNING SESSIONS

★ **\*LIMITED AVAILABILITY\***  
**conference evening feature sponsor | \$2,500**

ONLY \$2125 FOR RAINEY (PLATINUM), \$2250 FOR LADY BIRD (GOLD) AND \$2375 FOR ZILKER (SILVER)

THERE'S SOME GREAT THINGS PLANNED FOR OUR EVENINGS IN AUSTIN...BUT WE DON'T WANT TO SPOIL THE SURPRISE FOR OUR ATTENDEES! ALL WE CAN SAY HERE IS THAT A.) YOU'LL BE THE SPONSOR OF A DEDICATED FEATURE/AREA AT AN EVENING EVENT AND B.) YOU WON'T BE DISAPPOINTED. CHAT WITH US FOR MORE DETAILS!

★ **\*LIMITED: ONLY 1 PER CATEGORY AVAILABLE\***  
**breakfast/lunch department meetings**

GET SOME DEDICATED FACETIME OVER BREAKFAST, LUNCH OR OTHER SCHEDULED TIME (WHATEVER WORKS FOR YOU!)

<b>C-SUITE BREAKFAST/LUNCH MEETING</b>	<b>\$5,000</b>
<del>REGIONAL MANAGERS BREAKFAST/LUNCH MEETING</del>	<del>SOLD OUT</del>
<del>OPS TEAM BREAKFAST/LUNCH MEETING</del>	<del>SOLD OUT</del>
<del>MARKETING TEAM BREAKFAST/LUNCH MEETING</del>	<del>SOLD OUT</del>
<del>IT TEAM BREAKFAST/LUNCH MEETING</del>	<del>SOLD OUT</del>

**EXCLUSIVE SAVINGS** up to **15% off add-ons**  
with qualifying base sponsor packages | 15% Capitol & Rainey | 10% Lady Bird | 5% Zilker





# SPONSORSHIP

## Add-Ons

### ABOUT SPONSORSHIP ADD-ONS:

Add-ons are designed to be sponsorship enhancements and are *only available in addition to Barton (Bronze), Zilker (Silver), Lady Bird (Gold), Rainey (Platinum) and Capitol (Diamond) Sponsorship packages.*

We're happy to customize these as well as the benefits of base sponsorship package in order to suit your needs and achieve your goals - just let us know! As we finalize our conference agenda and activities, more options may become available. We'll let you know if and when they do! Exclusive and limited add-ons are on a first-come, first-serve basis

### surveys & snacks | \$500

ONLY \$425 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$450 FOR LADY BIRD (GOLD) AND \$475 FOR ZILKER (SILVER)

WHAT BETTER WAY TO GET A STRAIGHT ANSWER OUT OF SOMEONE THAN TO GIVE EM' A SNACK! LEVEL UP YOUR SPONSORSHIP WITH "SURVEYS & SNACKS" TO AMP UP YOUR EXPOSURE AND GET SOME MARKET RESEARCH DONE AT THE SAME TIME! IT'S SIMPLE. YOU GIVE US THE SURVEY (PRINT, DIGITAL, WHATEVER YOU PREFER!) & WE'LL DISTRIBUTE ALONG WITH SNACKS IN BETWEEN SESSIONS.

### sidebar media ad | \$500

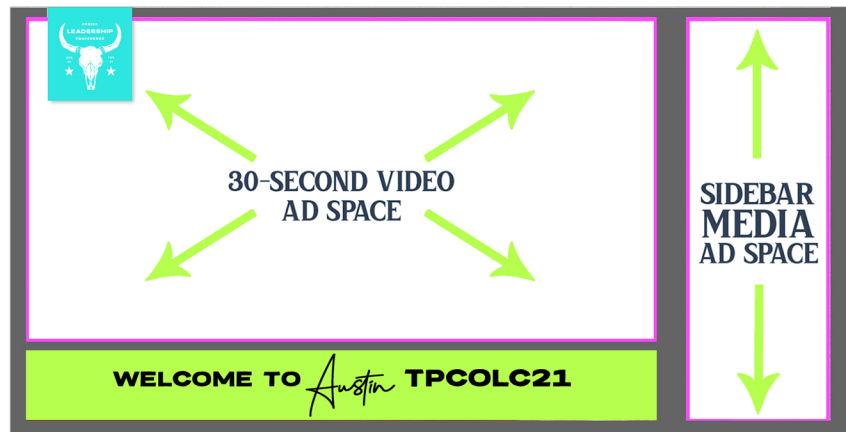
ONLY \$425 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$450 FOR LADY BIRD (GOLD) AND \$475 FOR ZILKER (SILVER)

REVOLVING DIGITAL AD SPACE ON THE BIG SCREEN! OUR DEDICATED CONFERENCE DISPLAY ROLLS ON OUR LARGE CONFERENCE PROJECTION SCREEN DURING BREAKFAST AND BETWEEN CONFERENCE SESSIONS. ARTWORK CHANGES EVERY 10 SECONDS AND REPEATS.

### 30-second video ad | \$1500

ONLY \$1275 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$1350 FOR LADY BIRD (GOLD) AND \$1425 FOR ZILKER (SILVER)

REVOLVING VIDEO AD SPACE ON THE BIG SCREEN! YOUR COMPANY'S 30-SECOND VIDEO WILL BE INTEGRATED WITH REGULAR CONFERENCE PROGRAMMING ON OUR DEDICATED CONFERENCE DISPLAY THAT WILL BE ACTIVE ON OUR LARGE PROJECTION SCREENS DURING BREAKFAST AND BETWEEN REGULAR CONFERENCE SESSIONS.



### 3'x3' floor decals | \$750

ONLY \$638 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$675 FOR LADY BIRD (GOLD) AND \$713 FOR ZILKER (SILVER)

TALK ABOUT GETTING SOME FOOT TRAFFIC! THIS UNIQUE OFFERING GETS YOUR COMPANY LOGO IMPLEMENTED AND PRINTED ON A CUSTOM CONFERENCE-THEMED FLOOR DECAL THAT WILL BE PROMINENTLY DISPLAYED IN THE ENTRYWAY OF OUR DEDICATED CONFERENCE SPACE.



### mid-day giveaway | \$750

ONLY \$638 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$675 FOR LADY BIRD (GOLD) AND \$713 FOR ZILKER (SILVER)

MAKE AN IMPRESSION (AND SOMEONE'S DAY!) 3 ATTENDEES WILL BE SELECTED AT RANDOM TO WIN AN AWESOME PRIZE (TBD) SPONSORED BY...YOU!

### check-in info/promo item distribution | \$500

ONLY \$425 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$450 FOR LADY BIRD (GOLD) AND \$475 FOR ZILKER (SILVER)

THIS CONFERENCE ADD-ON GETS YOUR COMPANY INFO/PRINT MATERIAL AND/OR PROMO ITEM INTO THE HANDS OF EVERY ATTENDEE UPON CONFERENCE CHECK-IN (OR OTHER TIME)

### branded glass artwork/decals | \$750

ONLY \$638 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$675 FOR LADY BIRD (GOLD) AND \$713 FOR ZILKER (SILVER)

SELECT THIS SUPER-FUN SPONSORSHIP ADD-ON GET YOUR COMPANY'S LOGO FEATURED IN CUSTOM CONFERENCE-THEMED ARTWORK DISPLAYED ON THE GLASS PANELS LEADING UP TO AND AROUND THE CONFERENCE SPACE



### custom branded stickers | \$750

ONLY \$638 FOR CAPITOL & RAINEY (DIAMOND & PLATINUM), \$675 FOR LADY BIRD (GOLD) AND \$713 FOR ZILKER (SILVER)

SELECT THIS SUPER-FUN SPONSORSHIP ADD-ON GET YOUR COMPANY'S LOGO FEATURED ON A CUSTOM CONFERENCE-THEMED, DIE-CUT STICKER DISTRIBUTED TO ALL ATTENDEES!

**EXCLUSIVE SAVINGS** up to **15% off add-ons**  
with qualifying base sponsor packages | 15% Capitol & Rainey | 10% Lady Bird | 5% Zilker