SPONSORSHIP & ADVERTISING PACKAGES
TEXAS HOME SCHOOL COALITION
CALLED TO TEACH HOMESCHOOL CONVENTIONS 2020

Delta Hotels Allen Convention Center (New Location) — April 30 – May 2, 2020

The Woodlands Waterway Marriott — May 28 – 30, 2020
Convention Speakers

PHILLIP TELFER

BENHAM BROTHERS

ERIC AND LESLIE LUDY
Table of Contents

1. Letter from Tim Lambert
2. Data You Want to See
3. General Benefits & Additional Benefits Menu
5. Top Tier Sponsorships
13. Middle Tier Sponsorships
18. Entry Level Sponsorships
19. Add-On/Non-Booth Sponsorships
20. Contact Us
Letter from Tim Lambert

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 Allen, Texas, April 30-May 2, 2020, and the other in The Woodlands, Texas, May 28-30, 2020. 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,

Tim Lambert, President
Here at THSC, we believe in showing you the facts on measurable data. Have you ever wanted to know how many attendees actually purchase curriculum at Convention, or what their preferred buying option is? We have answers for you!

Data You Want to See

Convention stats:

Attendees, 2017: 8,368  Attendees, 2018: 10,304  Attendees, 2019: 6,814

Attendees that purchased curriculum at Convention: 77.1%
Do you feel that exhibitors provided desirable Convention discount options? 87.5%

What is your preferred curriculum/material buying option?

169 responses

In person: 66.9%
Online: 13.6%
Used: 13.0%
Other: 6.5%

What grades are your children? (Parents were able to select more than one choice.)

169 responses

Elementary: 75%
Middle school: 45%
High school: 24%
Preschool: 28%
General Benefits & Additional Benefits Menu

**General Benefits (for all Booth Sponsors)**

- Name and logo on “Thank You” sponsor page in program listing
- Logo, link and organization description posted on Called to Teach 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 Called to Teach registration passes (per Called to Teach 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 Called to Teach program guide
- Logo on scrolling announcements/slides prior to workshop session
- Sponsor logo and link included in Called to Teach eblast (must confirm sponsorship prior to January 31, 2020)

**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 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)

**Added Value (exclusively for sponsors of both Conventions)**

- Extra wireless internet connection
- Sponsor included in 3 promotional posts by THSC on Facebook page (must confirm sponsorship prior to March 1, 2020)
- Logo included on Convention promo ad prior to first opening of attendee registration (must confirm sponsorship prior to January 31, 2020)
Note: All prices listed in the 2020 Sponsor Packet represent the cost of sponsoring both Conventions in Allen, Texas, and The Woodlands, Texas.

Contact your sales representative for more information about, and pricing for, regional opportunities and custom packages.
TOP TIER SPONSORSHIPS
(Only one sponsor per category unless otherwise noted.)
LONE STAR

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)
- Registration bag inserts
- Advertisement in Convention app
- Two box lunches on the Friday and Saturday of Convention
- Two tickets to Friday evening VIP Dinner
- Sponsor’s logo displayed on a banner, highlighted as “Lone Star” sponsor
- Endcap 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 logo on main Convention landing page
- Sponsor logo on Exhibit Hall map

$17,500 total
**FREEDOM**

**Second to the Lone Star**

- 2-3 minute video presentation prior to a general session (video must be approved by THSC)
- Registration bag inserts
- Advertisement in Convention app
- 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, highlighted as “Freedom” sponsor
- Featured speaking opportunity
- 4 selections from additional benefits menu
- Sponsor video embedded on sponsor thank you page
- Rotating logo on main Convention landing page
- Sponsor logo on Exhibit Hall map

$16,000 total
“Best in class homeschool convention.”

~ Pure Flix
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
- Registration bag inserts
- Advertisement in Convention app
- 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 logo on main Convention landing page
- Sponsor logo on Exhibit Hall map
- Sponsor’s logo displayed on a banner, highlighted as “Texas Leaders” sponsor

$14,000 total
BLUEBONNET

Saturday Evening Special Event

- 2-3 minute video presentation prior to Saturday evening event (video must be approved by THSC)
- Registration bag inserts
- Advertisement in Convention app
- Two box lunches on the Friday and Saturday of Convention
- Corner booth in Exhibit Hall
- Sponsor’s logo displayed on a banner, highlighted as “Bluebonnet” sponsor
- 3 selections from additional benefits menu
- Sponsor video embedded on sponsor thank you page
- Rotating logo on main Convention landing page
- Sponsor logo on Exhibit Hall map

$12,000 total
Friday Evening Special Event

- 2-3 minute video presentation prior to Friday evening event (video must be approved by THSC)
- Flyer/brochure distributed to attendees
- Rotating logo on main Convention landing page
- Two box lunches on the Friday and Saturday of Convention
- Sponsor’s logo displayed on a banner, highlighted as “Indian Paintbrush” sponsor
- Corner booth in Exhibit Hall
- Sponsor logos on special program signage
- Registration bag inserts
- Advertisement in Convention app
- 3 selections from additional benefits menu
- Sponsor video embedded on sponsor thank you page
- Sponsor logo on Exhibit Hall map

$12,000 total
NEW TO HOMESCHOOLING

THURSDAY AFTERNOON PRE-CONVENTION SEMINAR

- 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
- Registration bag inserts
- Advertisement in Convention app
- 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 logo 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

$11,000 total
MIDDLE TIER SPONSORSHIPS

(Only one sponsor per category unless otherwise noted.)
Registration Bags

• Sponsor name and logo printed on outside of Convention registration bags distributed to each family attending
• Standard booth in Exhibit Hall
• Advertisement in Convention app
• 2 selections from additional benefits menu
• Rotating logo on main Convention landing page

$10,000 total

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
• Advertisement in Convention app

$9,500 total

Alamo Coffee Break (2 sponsorships available)

• 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
• Registration bag inserts
• 2 selections from additional benefits menu
• Sponsor logo in the pages of schedule in program identifying Alamo Coffee Break sponsor
• Rotating logo on main Convention landing page

$9,000 total

App/Map

• Standard booth in Exhibit Hall
• Advertisement in Convention app
• “App brought to you by [sponsor]” displayed in the app
• Standing map at the entry of Exhibit Hall with instruction for using the App
• Sponsor logo on the map and app, with “Map and App brought to you by [sponsor]” across the top of the map
• 2 selections from additional benefits menu

$9,000 total
“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
Golden Spur (2 Sponsorships Available)

- Corner booth in Exhibit Hall
- Registration bag inserts
- 2 selections from additional benefits menu
- Rotating logo on main Convention landing page

$9,000 total

Children’s 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
- Registration bag inserts
- 2 selections from additional benefits menu

$8,750 total

Hands-On Homeschooling

- 2 standard booths—local museums and attractions are invited. Plenty of space for hands-on activities for kids!
- Icon on map
- Brochure in registration bag
- 1 additional benefit

$8,500 total

Speaker Workshop Room

- Sponsor sign at workshop door
- Standard booth in Exhibit Hall
- Flyer/brochure distributed to workshop attendees
- Registration bag inserts
- 2 selections from additional benefits menu
- Rotating logo on main Convention landing page

$8,000 total
High School/College Track

• 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

$7,500 total

Homeschooling 101 Track

• Sponsor logos on special program signage
• Standard booth in Exhibit Hall
• 2 selections from additional benefits menu
• Sponsor logo in the pages of schedule in program identifying Homeschool 101 Track sponsor
• Table set up at seminar

$7,500 total
ENTRY LEVEL SPONSORSHIPS
(Only one sponsor per category unless otherwise noted.)

Charging Station
- 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

$7,000 total

Silver Spur (4 sponsorships available)
- Standard booth in Exhibit Hall
- 2 selections from additional benefits menu

$4,500 total

Lanyard
- 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

$3,000 total
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.

Convention Program – ($7,000 total)
- Full-page advertisement printed on the Outside Back Cover of Convention program

Nametag – ($6,000 total)
- Sponsor logo printed on Convention attendee nametags

Book Check – ($4,000 total)
- Sponsor logo on venue map identifying book check sponsor
- Sponsor logo on book check signage
- Provide brochures at book check

Lifetime Members Reception – Good for policy-related organizations ($4,000 total)
- Sponsor logo on schedule page in program identifying lifetime members sponsor
- Sponsor logos on special program signage
- Provide brochures for lifetime members

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 app and on Convention webpages 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

Nursing Moms Room – ($2,000 total)
- Sponsor logo on venue map identifying nursing moms sponsor
- Sponsor logos on nursing moms signage
- Provide brochures for nursing room

Rest Stop – ($2,000 total)
- 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 – ($2,000 total)
- Sponsor logos to highlight their sponsorships on ad in program/name on shopping spree ads, printed material, etc.

Lead Card – ($1,000 total)
- Sponsor the front of the lead card—sponsor responsible for printing 500 cards and THSC responsible for design.
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:**

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

*CHART KEY: ALLEN IS LISTED AS "A"; THE WOODLANDS AS "W"; AND BOTH CONVENTIONS AS "B"

TOTAL:____________________________

**KEY DATES & DEADLINES:**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>ALLEN</th>
<th>THE WOODLANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inserts approved</td>
<td>Mar. 15, 2019</td>
<td>Apr. 12, 2019</td>
</tr>
<tr>
<td>No refund given</td>
<td>Apr. 11, 2019</td>
<td>May 3, 2019</td>
</tr>
<tr>
<td>After approval, inserts must be received</td>
<td>Apr. 11-May 2, 2019</td>
<td>May 2-23, 2019</td>
</tr>
</tbody>
</table>
Registration Bag Instructions

• Please send a sample (or photo of item) to sales@thsc.org by dates listed on the previous page.

• 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? _________________

______________________________________________________________

______________________________________________________________
SPONSORSHIP AND ADVERTISEMENT AGREEMENT
2020 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:  Allen  The Woodlands  Both

Add-On Opportunities  Total from page 19 $ __________________

Registration Bag Inserts (if not included)  Total from page 20 $ __________________

TOTAL  Total from all pages $ __________________

☐ 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 ________________________________________________________________
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 Delta Hotels Allen Convention Center premises and hereby agrees to protect, indemnify, defend, and hold the Texas Home School Coalition (THSC) and the Hotel or Delta Hotels Allen Convention Center, 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 Delta Hotels Allen Convention Center. In addition, the exhibitor acknowledges that neither THSC nor the Hotel or Delta Hotels Allen Convention Center 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.
Thank you for reading!

For more information contact us at: sales@thsc.org