

# 2027 CONFERENCE SPONSOR PACKET



**Carole Boston  
Weatherford**



**Whitney  
La Rocca**



**Stephen &  
Kayla Briseño**



**Mychal Threets**



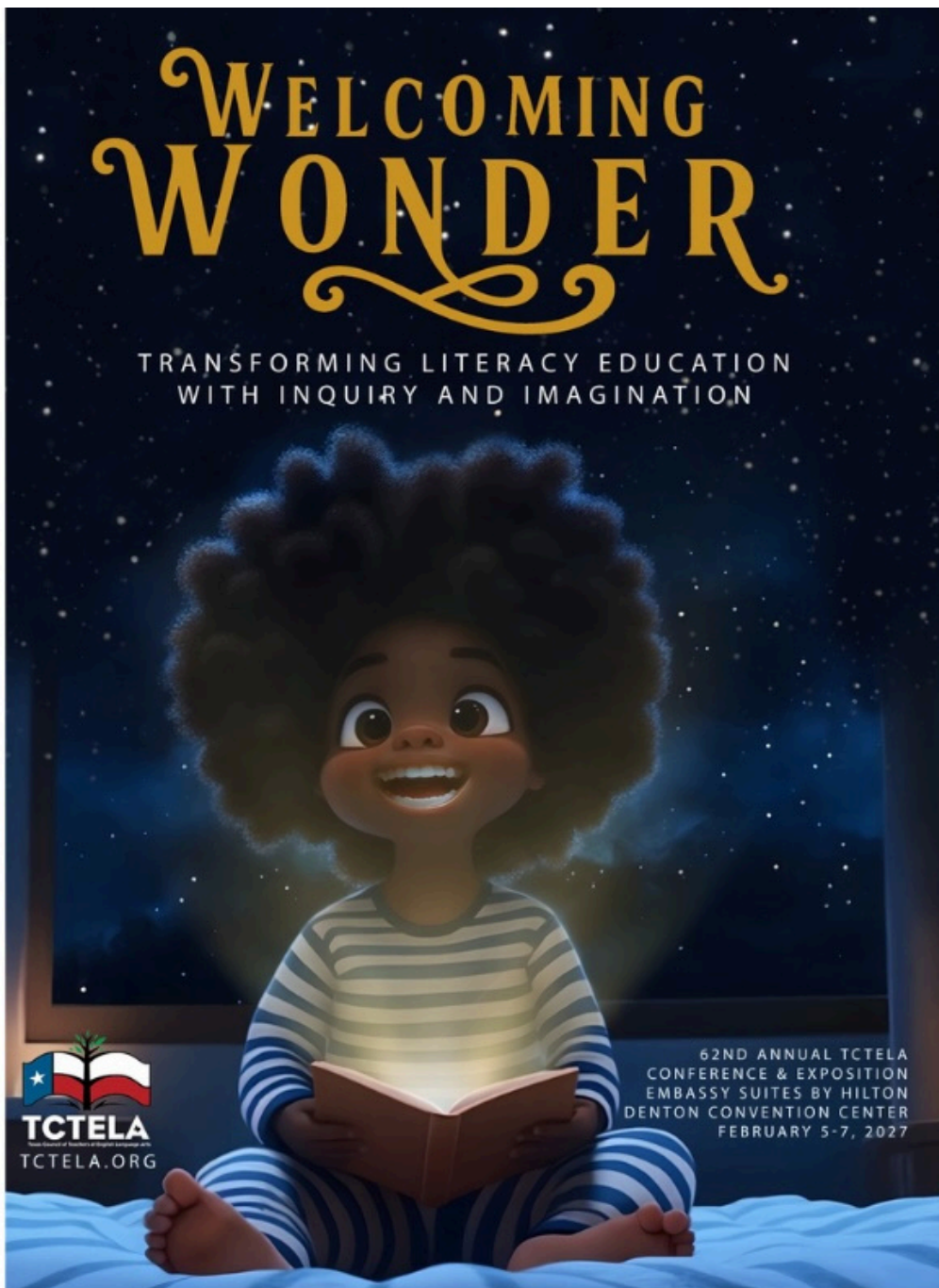
**Towanda Harris**



**Kass Minor**



**Toshi McGaughy**



**Texas Council of Teachers  
of English Language Arts**

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**62<sup>ND</sup> ANNUAL TCTELA  
CONFERENCE & EXPOSITION**

**EMBASSY SUITES BY HILTON  
DENTON CONVENTION CENTER  
FEBRUARY 5-7, 2027**



# THE SPOTLIGHT IS ON YOU



## SPONSORSHIP & EXHIBIT OPPORTUNITIES

|                      |                 |
|----------------------|-----------------|
| <b>First Edition</b> | <b>\$10,000</b> |
| <b>Novel Sponsor</b> | <b>\$8,300</b>  |
| <b>Essay Sponsor</b> | <b>\$6,000</b>  |
| <b>Blog Sponsor</b>  | <b>\$3,700</b>  |
| <b>Exhibit Table</b> | <b>\$950</b>    |

# FIRST EDITION

**1 Available**

**\$10,000**

## Included Features

- 1 PRIME SPACE TABLETOP EXHIBIT IN FOYER (6' TABLE, 2 CHAIRS)
- 2 EXHIBITOR BADGES
- 2 - 3-DAY A LA CARTE CONFERENCE PASSES
- 60 MINUTE PRESENTATION DURING A CONCURRENT SESSION
- OPPORTUNITY TO SPEAK FOR 3 MINUTES AT A GENERAL SESSION
- LANYARD WITH YOUR LOGO PROVIDED TO EACH ATTENDEE AT CHECKIN
- YOUR LOGO ON PODIUM SIGNAGE IN EACH SESSION
- OPT-IN ATTENDEE EMAIL LIST PROVIDED POST CONFERENCE
- 2 PD2TEACH HOSTED 1-HOUR VIRTUAL SESSIONS (OUTSIDE OF CONFERENCE DATES) SAVED TO TCTELA WEBSITE
- OPPORTUNITY TO EXHIBIT THURSDAY EVENING DURING REGISTRATION HOURS
- FULL PAGE COLOR AD IN DIGITAL CONFERENCE PROGRAM
- HALF PAGE B&W AD IN 2 ISSUES OF ENGLISH IN TEXAS
- PD2TEACH SPONSOR WITH LOGO ON WEBSITE ALL YEAR LONG
- EXCLUSIVE EMAIL TO ATTENDEES
- SPONSOR'S SOCIAL MEDIA POST SHARED ON OUR PLATFORMS
- SPONSOR PROVIDED 8 1/2" X 11" FLYER GIVEN TO ATTENDEES AT CHECKIN
- REGISTERED BOOTH ATTENDANTS INVITED TO MEMBERSHIP CELEBRATION
- SPONSOR RECOGNITION IN DIGITAL CONFERENCE PROGRAM & SIGNAGE
- SPONSOR RECOGNITION ON CONFERENCE WEBSITE (APP)

RESERVE YOUR SPOT AT [WWW.TCTELA.ORG](http://WWW.TCTELA.ORG)

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512-617-3200

# NOVEL SPONSOR

**3 Available**

**\$8,500**

## Included Features

- 1 PRIME SPACE TABLETOP EXHIBIT IN FOYER (6' TABLE, 2 CHAIRS)
- 3 EXHIBITOR BADGES
- 60 MINUTE PRESENTATION DURING A CONCURRENT SESSION
- OPPORTUNITY TO SPEAK FOR 3 MINUTES AT A GENERAL SESSION
- OPT-IN ATTENDEE EMAIL LIST PROVIDED POST CONFERENCE
- 1 PD2TEACH HOSTED 1-HOUR VIRTUAL SESSION (OUTSIDE OF CONFERENCE DATES) SAVED TO TCTELA WEBSITE
- HALF PAGE COLOR AD IN DIGITAL CONFERENCE PROGRAM
- HALF PAGE B&W AD IN 2 ISSUES OF ENGLISH IN TEXAS
- PD2TEACH SPONSOR WITH LOGO ON WEBSITE ALL YEAR LONG
- SPONSOR RECOGNITION IN EMAIL TO ATTENDEES
- SPONSOR'S SOCIAL MEDIA POST SHARED ON OUR PLATFORMS
- SPONSOR PROVIDED 8 1/2" X 11" FLYER GIVEN TO ATTENDEES AT CHECKIN
- OPPORTUNITY TO EXHIBIT THURSDAY EVENING DURING REGISTRATION HOURS
- REGISTERED BOOTH ATTENDANTS INVITED TO MEMBERSHIP CELEBRATION
- SPONSOR RECOGNITION IN DIGITAL PROGRAM & SIGNAGE
- SPONSOR RECOGNITION ON CONFERENCE WEBSITE (APP)

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# ESSAY SPONSOR

**4 Available**

**\$6,500**

## Included Features

- 1 PREMIUM SPACE TABLETOP EXHIBIT IN EXHIBIT HALL (6' TABLE, 2 CHAIRS)
- 2 EXHIBITOR BADGES
- SPONSOR RECOGNITION AT A GENERAL SESSION
- OPT-IN ATTENDEE EMAIL LIST PROVIDED POST CONFERENCE
- 30 MINUTE SPONSOR HOSTED ROOM
- 1 PD2TEACH HOSTED 1-HOUR VIRTUAL SESSION (OUTSIDE OF CONFERENCE DATES) SAVED TO TCTELA WEBSITE
- HALF PAGE COLOR AD IN DIGITAL CONFERENCE PROGRAM
- HALF PAGE B&W AD IN 2 ISSUES OF ENGLISH IN TEXAS
- SPONSOR RECOGNITION IN EMAIL TO ATTENDEES
- SPONSOR'S SOCIAL MEDIA POST SHARED ON OUR PLATFORMS
- REGISTERED BOOTH ATTENDANTS INVITED TO ATTEND MEMBERSHIP CELEBRATION
- SPONSOR RECOGNITION IN DIGITAL PROGRAM & SIGNAGE
- SPONSOR RECOGNITION ON CONFERENCE WEBSITE (APP)

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# BLOG SPONSOR

4 Available

\$3,700

## Included Features

- 1 TABLETOP EXHIBIT IN EXHIBIT HALL (6' TABLE, 2 CHAIRS)
- 2 EXHIBITOR BADGES
- SPONSOR RECOGNITION AT A GENERAL SESSION
- OPT-IN ATTENDEE EMAIL LIST PROVIDED POST CONFERENCE
- HALF PAGE COLOR AD IN DIGITAL CONFERENCE PROGRAM
- HALF PAGE B&W AD IN 2 ISSUES OF ENGLISH IN TEXAS
- REGISTERED BOOTH ATTENDANTS INVITED TO ATTEND MEMBERSHIP CELEBRATION
- SPONSOR RECOGNITION IN DIGITAL PROGRAM & SIGNAGE
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# EXHIBIT TABLE

# \$950

## Included Features

- 1 TABLETOP EXHIBIT IN EXHIBIT HALL (6' TABLE, 2 CHAIRS)
- 2 EXHIBITOR BADGES
- COMPANY/ORGANIZATION LISTING IN DIGITAL CONFERENCE PROGRAM
- COMPANY/ORGANIZATION LISTING IN CONFERENCE WEBSITE (APP)



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# OPTIONAL ADD-ONS

|   |         |
|---|---------|
| STAKEHOLDER ADVISORY COMMITTEE (YEAR LONG)  | \$5,000 |
| MEMBERSHIP CELEBRATION SPONSOR WITH 3 MIN TO SPEAK                                    | \$2,500 |
| HOSTED AFTERNOON SNACK BREAK (2 AVAILABLE)  | \$2,000 |
| POETRY READING SPONSOR WITH 3 MIN TO SPEAK  | \$2,000 |
| WE WILL SEND YOUR EMAIL TO OUR DATABASE OF 12,000+                                    | \$1,200 |
| YOUR PROVIDED BAG GIVEN TO EACH ATTENDEE AT CHECKIN                                   | \$1,000 |
| YOUR PROVIDED FLYER OR SWAG ITEM WILL BE GIVEN TO EACH ATTENDEE AT CHECKIN            | \$1,000 |
| GENERAL SESSION SPONSOR – WE WILL PLACE YOUR FLYER ON EACH SEAT FOR YOU (2 AVAILABLE) | \$1,000 |
| HOSTED 1-HOUR VIRTUAL SESSION (OUTSIDE OF CONFERENCE DATES) SAVED TO WEBSITE          | \$850   |
| HALF PAGE B&W AD IN 2 ISSUES OF <u>ENGLISH IN TEXAS</u>                               | \$850   |
| HOSTED BOOK SIGNING SPONSORSHIP   | \$850   |
| FULL PAGE COLOR AD IN DIGITAL CONFERENCE PROGRAM                                      | \$500   |

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# EXHIBIT SCHEDULE

|  |               |                   |
|--|---------------|-------------------|
| EXHIBIT MOVE IN                                      | THURSDAY, 2/4 | 5 PM - 9 PM       |
| FIRST EDITION & NOVEL SPONSOR<br>EARLY EXHIBIT HOURS | THURSDAY, 2/4 | 6 PM - 9 PM       |
| REGULAR EXHIBIT HOURS                                | FRIDAY, 2/5   | 7:30 AM - 4:30 PM |
| REGULAR EXHIBIT HOURS                                | SATURDAY, 2/6 | 8 AM - 3 PM       |
| EXHIBIT MOVE OUT                                     | SATURDAY, 2/6 | 3 PM - 5 PM       |

- TIMES ARE SUBJECT TO CHANGE BASED UPON SESSION TIMES.
- EXHIBIT SECURITY IS NOT PROVIDED.

**\$5,000**

## Stakeholder Advisory Committee

- ACCESS TO ADVANCE RELEASE OF RESEARCH
- 1 PD2TEACH HOSTED 1-HOUR VIRTUAL SESSION (OUTSIDE OF CONFERENCE DATES) SAVED TO TCTELA WEBSITE
- LOGO ON WEBSITE ALL YEAR LONG

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