



# 2026 CONFERENCE SPONSOR PACKET

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



# ABOUT US



## TCTELA

The Texas Council of Teachers of English Language Arts is a statewide organization dedicated to supporting and empowering ELA educators across Texas. From elementary teachers to university professors, from rural schools to urban districts, our members are united by a commitment to the transformative power of literacy. We provide professional learning opportunities that blend theory with practice, offering spaces for collaboration, reflection, and innovation. TCTELA nurtures the growth of educators and centers the diverse voices and experiences of Texas students.



# JOIN US



## 61<sup>ST</sup> ANNUAL TCTELA CONFERENCE & EXPOSITION

KALAHARI RESORTS &  
CONVENTIONS • ROUND ROCK  
JANUARY 30 - FEBRUARY 1, 2026



# THE SPOTLIGHT IS ON YOU



## TCTELA SPONSORSHIP LEVELS

First Edition	\$12,000
Novel Sponsor	\$8,500
Essay Sponsor	\$6,500
Blog Sponsor	\$3,700
Exhibit Table	\$1,000



# FIRST EDITION

## 1 Available Included Features

# \$12,000

- 2 PRIME SPACE TABLETOP EXHIBITS (EACH: 8' TABLE, 2 CHAIRS)
- 4 EXHIBITOR BADGES
- 60 MINUTE PRESENTATION DURING A CONCURRENT SESSION
- YOUR BAG PROVIDED TO EACH ATTENDEE AT CHECKIN
- 2 PD2TEACH HOSTED 1-HOUR VIRTUAL SESSIONS (OUTSIDE OF CONFERENCE DATES) SAVED TO TCTELA WEBSITE
- FULL PAGE COLOR AD IN DIGITAL CONFERENCE PROGRAM
- HALF PAGE B&W AD IN 2 ISSUES OF ENGLISH IN TEXAS
- INTRODUCED SPONSOR OF MEMBERSHIP CELEBRATION WITH OPPORTUNITY TO SPEAK
- PD2TEACH SPONSOR WITH LOGO ON WEBSITE ALL YEAR LONG
- EXCLUSIVE EMAIL TO ATTENDEES
- 2 SPONSOR'S SOCIAL MEDIA POSTS SHARED ON OUR PLATFORMS
- SPONSOR PROVIDED 8 1/2" X 11" FLYER PLACED IN YOUR WELCOME BAG
- OPPORTUNITY TO EXHIBIT THURSDAY EVENING DURING REGISTRATION HOURS
- SPONSORSHIP RECOGNITION IN EMAIL TO ATTENDEES
- SPONSOR RECOGNITION IN DIGITAL CONFERENCE PROGRAM & SIGNAGE
- SPONSOR RECOGNITION AT OPENING KEYNOTE
- COMPANY/ORGANIZATION LISTING ON TCTELA WEBSITE CONFERENCE PAGE



# NOVEL SPONSOR

## 4 Available Included Features

# \$8,500

- 2 PRIME SPACE TABLETOP EXHIBITS (EACH: 8' TABLE, 2 CHAIRS)
- 4 EXHIBITOR BADGES
- 60 MINUTE PRESENTATION DURING A CONCURRENT SESSION
- 1 PD2TEACH HOSTED 1-HOUR VIRTUAL SESSION (OUTSIDE OF CONFERENCE DATES) SAVED TO TCTELA WEBSITE
- WE WILL PROMOTE YOUR SPONSOR PROVIDED AFTER HOURS SOCIAL EVENT TO ATTENDEES
- 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
- EXCLUSIVE EMAIL TO ATTENDEES
- 1 SPONSOR'S SOCIAL MEDIA POST SHARED ON OUR PLATFORMS
- SPONSOR PROVIDED 8 1/2" X 11" FLYER PLACED IN WELCOME PACKET/BAG
- OPPORTUNITY TO EXHIBIT THURSDAY EVENING DURING REGISTRATION HOURS
- REGISTERED BOOTH ATTENDANTS INVITED TO ATTEND MEMBERSHIP CELEBRATION
- SPONSOR RECOGNITION IN EMAIL TO ATTENDEES
- SPONSOR RECOGNITION IN DIGITAL PROGRAM & SIGNAGE
- SPONSOR RECOGNITION AT OPENING KEYNOTE
- SPONSOR RECOGNITION ON TCTELA WEBSITE CONFERENCE PAGE





# ESSAY SPONSOR

## 4 Available Included Features

# \$6,500

- 1 PRIME SPACE TABLETOP EXHIBIT (8' TABLE, 2 CHAIRS)
- 2 EXHIBITOR BADGES
- 30 MINUTE POWER STATION PRESENTATION IN EXHIBIT HALL
- 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
- 1 SPONSOR'S SOCIAL MEDIA POST SHARED ON OUR PLATFORMS
- SPONSOR PROVIDED 8 1/2" X 11" FLYER PLACED IN WELCOME PACKET/BAG
- OPPORTUNITY TO EXHIBIT THURSDAY EVENING DURING REGISTRATION HOURS
- REGISTERED BOOTH ATTENDANTS INVITED TO ATTEND MEMBERSHIP CELEBRATION
- SPONSORSHIP RECOGNITION IN EMAIL TO ATTENDEES
- SPONSOR RECOGNITION IN DIGITAL PROGRAM & SIGNAGE
- SPONSOR RECOGNITION AT OPENING KEYNOTE
- SPONSOR RECOGNITION ON TCTELA WEBSITE CONFERENCE PAGE

# BLOG SPONSOR

## 4 Available Included Features

# \$3,700

- 1 TABLETOP EXHIBIT (8' TABLE, 2 CHAIRS)
- 2 EXHIBITOR BADGES
- 30 MINUTE POWER STATION PRESENTATION IN EXHIBIT HALL
- 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
- SPONSORSHIP RECOGNITION IN EMAIL TO ATTENDEES
- SPONSOR RECOGNITION IN DIGITAL PROGRAM & SIGNAGE
- SPONSOR RECOGNITION ON TCTELA WEBSITE CONFERENCE PAGE





# EXHIBIT TABLE

# \$1,000

## Included Features

- 1 TABLETOP EXHIBIT (8' TABLE, 2 CHAIRS)
- 2 EXHIBITOR BADGES
- COMPANY/ORGANIZATION LISTING IN DIGITAL CONFERENCE PROGRAM





# OPTIONAL ADD-ONS

LANYARDS FOR ATTENDEE NAME BADGES WITH YOUR LOGO	\$2,500
HOSTED AFTERNOON SNACK BREAK (2 AVAILABLE)	\$2,500
HOSTED POETRY READING	\$2,000
HOSTED CHAIR MASSAGE STATION FOR ATTENDEES	\$1,500
HOSTED 1-HOUR VIRTUAL SESSION (OUTSIDE OF CONFERENCE DATES) SAVED TO WEBSITE	\$1,000
HOSTED BOOK SIGNING SPONSORSHIP	\$1,000
GENERAL SESSION SPONSOR – WE WILL PLACE YOUR FLYERS ON TABLES FOR YOU (2 AVAILABLE)	\$1,000
WE WILL PLACE YOUR FLYER OR APPROVED SWAG ITEM IN WELCOME BAG/PACKET	\$1,000
HALF PAGE B&W AD IN 2 ISSUES OF <u>ENGLISH IN TEXAS</u>	\$850
FULL PAGE COLOR AD IN DIGITAL CONFERENCE PROGRAM	\$500

# EXHIBIT SCHEDULE

FIRST EDITION, NOVEL, & ESSAY SPONSOR EARLY MOVE IN	THURSDAY, 1/29	11 AM - 5 PM
FIRST EDITION, NOVEL, & ESSAY EARLY EXHIBIT HOURS	THURSDAY, 1/29	6 PM - 9 PM
REGULAR EXHIBIT MOVE IN	THURSDAY, 1/29	3 PM - 9 PM
REGULAR EXHIBIT HOURS	FRIDAY, 1/30	7:30 AM - 4:30 PM
REGULAR EXHIBIT HOURS	SATURDAY, 1/31	8 AM - 4:15 PM
EXHIBIT MOVE OUT	SATURDAY, 1/31	4:15 PM - 5:30 PM

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







## SPONSORSHIP CONTACT



[www.tctela.org](http://www.tctela.org)



Jennifer Christman at [info@tctela.org](mailto:info@tctela.org)



512-617-3200



Amy Laine  
TCTELA Executive Director  
[info@tctela.org](mailto:info@tctela.org)