



TBA Event Sponsorships

Benefits of Sponsorships

Seize the opportunity to amplify your brand's presence! Sponsorships not only boost exposure and build robust brand recognition but also grant you valuable booth assignment priority points. Every sponsorship is thoughtfully designed to provide unique brand elevation, ensuring you're featured in a prominent way throughout the convention! For every \$250 spent on a sponsorship your company earns 1 priority point toward booth assignments.

Sponsorship Details

- All Event Sponsors will have their company names printed in the TBA convention program, convention signage, and listed on the TBA website.
- Sponsorships for specific TBA events may be purchased for \$1000 each. Multiple Event Sponsorships are encouraged to increase company's name exposure throughout the convention.
- **Exclusive Event Sponsorships** are available for any company that wishes to purchase all the sponsorships in one event category. Please contact the TBA office to inquire about rates for an **Exclusive Event Sponsorship Buy-Out**.

Sponsorship Regulations/Requirements

- Only companies with a completed 2026 Southwest Music Summer Exhibition Convention booth application may apply for the Event Sponsorship Program.
- Sponsorships will be awarded on first-come, first-served basis.
- Sponsorship benefits and entitlements will be provided ONLY for companies meeting the required DEADLINE of June 1, 2026. All Logos and Company Names should be sent to the TBA office along with the application.

Available TBA Convention Event Sponsorships

- **ACTIVE/RETIRED MEMBERS LUNCHEON:** (5 Sponsorships available at \$1000 each.)
Approximately 1500 band directors will attend this event. Your company name will be displayed at the serving area, and your sponsorship will be recognized during the business meeting. You are invited to place coupons and promotional items at each table.
- **WELCOME BBQ DINNER:** (5 Sponsorships available at \$1000 each.)
This popular Wednesday evening event is greatly attended by members, spouses, exhibitors, family friends, and performing participants. Your company name will be displayed at each serving area. You are invited to display your company's name and/or logo at each table setting with business cards, give away items, coupons, and/or raffle tickets.
- **NEW BEVERAGE BURRO - AT THE BBQ DINNER:** (2 Sponsorships available at \$1000 each.)
Add your company's logo to this unique opportunity as the Beverage Burro makes its way through the BBQ! Sure to be a new convention favorite!
- **PRESIDENT'S RECEPTION:** (3 Sponsorships available at \$1000 each.)
Place your company's name before this group of distinguished music educators and administrators. This "by invitation only" event will have your company name displayed at the entrance. This is a gala event for 300+ attendees.
- **FAMILY LUNCHEON:** (2 Sponsorships available at \$1000 each.)
Your company name will be displayed at the entrance. Your company sponsorship will be acknowledged during this elegant luncheon and program for family members.
- **TBA ACADEMY FOR NEW TEACHERS:** (8 Sponsorships available at \$1000 each.)
Held Thursday in conjunction with the TBA Convention, the Academy is a full 8-hour day designed to help directors beginning their career in the fall of 2026. Attendees will learn from an outstanding faculty of Texas music educators, administrators, and law specialists. Your sponsorship will help these young teachers prepare for a successful school year. Your company will be recognized during the session, and you are invited to display your company's name and logo, distribute business cards, give-away items, coupons, and/or raffle tickets.

For questions or additional information on TBA Sponsorships please contact: Mr. Mike Brashear, Executive Director TBA at mbrashear@texasbandmasters.org or (210) 492-8878.