



Monthly Meetings & Networking Events Sponsorship

The Texas BTA is a non-profit organization that supports the business travel industry and is the voice of business travel management for the Houston Metropolitan Area. It is also affiliated with the Global Business Travel Association (GBTA). Membership consists of corporate travel buyers as well as suppliers of business travel related services. Our purpose is to advance the knowledge of our members by providing a meeting forum for travel professionals for the constructive exchange of information and ideas. Texas BTA continues to be an organization dedicated to advancing the interests of the corporate travel industry. The calendar of events is located on our website, www.texasbta.org. For questions and more information, please email meetings@texasbta.org.

Sponsorship Opportunities:

One of the many benefits of our membership is that we provide complimentary monthly meetings discussing relevant travel topics and industry trends. **We rely on the generous support of our sponsors to provide the membership with our meetings and events. We are looking for 'out of the box' ideas.** Some ideas might include, but are not limited to, Corporations with event space, CVB's, Conference Centers, Recreation Centers, Hotels, Restaurants, Airline Hangers, Terminals, Country Clubs, to name a few. **We would like to encourage partnerships within our vast network of members, but we would also like to look outside of our membership for new opportunities, so please share this RFP with anyone you feel would be interested in supporting TBTA.**

Sponsorship Benefits: (MM-Monthly Meeting; NE-Networking Event)

- Amazing **EXPOSURE** to some of the most influential buyers in the Houston and the surrounding areas. (MM/NE)
- Creates **VISIBILITY** and a 'buzz' around your venue through our website, Facebook and Social Media platforms. Photos of events will be posted to our media sites. (MM/NE)
- You have the ability to **PROMOTE** your venue with promotions, flyers and more by having this shared in the meeting invitation. This could be a flyer or promotional idea. (MM/NE)
- We will **PROMOTE** your web address/vanity URL/hyperlink and any promotion or items that should be shared – this is your platform and opportunity to promote your venue through Facebook and other media platforms. (MM/NE)
- The Sponsor will have 5 minutes to **PRESENT** as part of the 'Welcome & Safety Moment' at the start of the meeting/networking event. Please offer tours, if applicable. (MM/NE)
- Added **VISIBILITY** - the '**Supplier Spotlight**' on the TBTA home webpage will reflect the sponsor of the monthly meeting. This will be displayed for approximately 1 month, starting after the prior monthly meeting and running until the start your sponsored meeting. You can **CUSTOMIZE** the specific information that you would like to be added - otherwise we will pull the content from your website description. (MM)
- Added **EXPOSURE** - Your venue will be listed for the entire calendar year as a Monthly Meeting or Networking Event sponsor. Your logo and website will be located within the Meetings section of the website so that anyone can locate your venue and contact you. (MM/NE)
- Added opportunity to **PROMOTE** your venue – all of the Monthly Meeting sponsors will be on rotation on the TBTA home page. (MM)

On behalf of the TBTA Board of Directors, **thank you for being a SPONSOR!**



SPONSORSHIP REQUIREMENTS:

MONTHLY MEETING INFORMATION:

Hosting sponsors/venues are asked to meet the following basic criteria for the meetings:

- Option of the following type of event: Lunch (preferred), Breakfast or Evening
 - Lunch: 11am-11:30am Registration / Networking
11:30am-1pm Lunch /Meeting (plated meal & seating in crescent rounds)
 - Breakfast: 7:00am – 7:30am Registration /Networking with coffee service
7:30am-9:00am Breakfast / Meeting (plated meal & seating in crescent rounds)
 - Evening: 4pm-4:30pm Networking/ Heavy Hors d'oeuvres & hosted beer/wine
4:30pm-6pm Meeting (bar service closed during the meeting & seating theater style)
- Attendance for the events ranges from a **minimum of 160 up to 200+ attendees**. If your venue has specific seating limitations less than 160, please consider one of the Networking Events.
- Registration will need two (2) 6 ft. tables with 4 chairs & 2 small trash cans
- Audio Visual Needs: Podium with microphone on riser, LCD projector / screen package, wireless speaker's microphone and a standing microphone for audience Q&A (we will provide our own computer) – one Internet access point for presentation
- Parking: complimentary or discounted parking would be greatly appreciated; if Valet, please plan appropriate staffing for arrival and departure
- Committee Meetings Request – based on your availability, we may ask for your help to provide a separate room for a committee meeting (10-15 attendees) either one hour before or after the scheduled meetings.
- New Member Orientation: either a separate small room with theater seating for 20 persons or early access to the meeting room. This orientation only takes place 3 times per year.

MONTHLY NETWORKING EVENT INFORMATION:

Hosting venues/sponsors are asked to meet the following basic criteria for the networking events:

- Event time: 5pm-7pm
- Reception Space for the indicated number of attendees (minimum 50 attendees) – a private meeting area is not required & using an area in your current bar / restaurant space is often a perfect setup
- Registration will need one 6 ft. table with 2 chairs & 1 small trash can
- Parking – this is not required to be complimentary, but discounts are certainly appreciated
- Food & Beverage – to limit our mutual liability, we do ask that you provide some form of snacks; it is greatly appreciated if you can sponsor beer & wine and/or provide some happy hour cocktail pricing discounts; partnering with local venues is encouraged; venues could include activities for the attendees.
- Board Meeting (3-5pm): small room to hold 8 people. This meeting takes place every month, with internet access and a power strip.
- Committee Chair Meetings: room to hold 25-30 people from 3pm-5pm. This meeting takes place twice per year. This would be in place of the Board Meeting.

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