



2023

TEXAS HOME SCHOOL COALITION
CONVENTION SPONSORSHIP & ADVERTISING

DFW: April 27-29, 2023

TEXAS
HOME *School*
CONVENTIONS

Houston: June 1-3, 2023

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Letter from Tim Lambert

With record increases in the number of homeschoolers in the great state of Texas this past year, our Texas HomeSchool Conventions are a wonderful opportunity to reach out to hundreds of brand new homeschooling families. The board and staff of THSC work tirelessly to provide events that are engaging and helpful to a wide range of homeschooler's needs—whether parents are preparing for their student's kindergarten year or their senior year of high school.

Our Texas HomeSchool Conventions offer your organization an immense opportunity to interact with these new and veteran homeschooling families, showcasing your products and services. Both of our conventions this year will be held in the spring—one in the Dallas/Fort Worth Area, April 27 to April 29, 2023, and the other in Houston area, June 1 to June 3, 2023.

Our sponsors receive exceptional brand exposure and exclusive benefits before and during the convention. By working to reach out to and strengthen members of the homeschool community, our expectation is that we will each grow our organizations, and together, provide encouragement and support for the thriving homeschooling movement.

In your service and His,

A handwritten signature in black ink that reads "Tim Lambert". The signature is fluid and cursive, with a small blue circular mark to the right of the name.

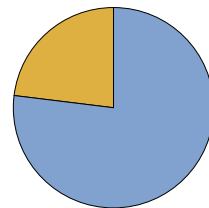
Tim Lambert, THSC President

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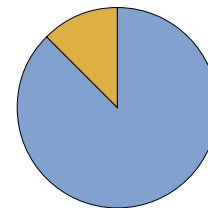


Data You Want to See

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 the convention, or what their preferred buying option is? We have answers for you!



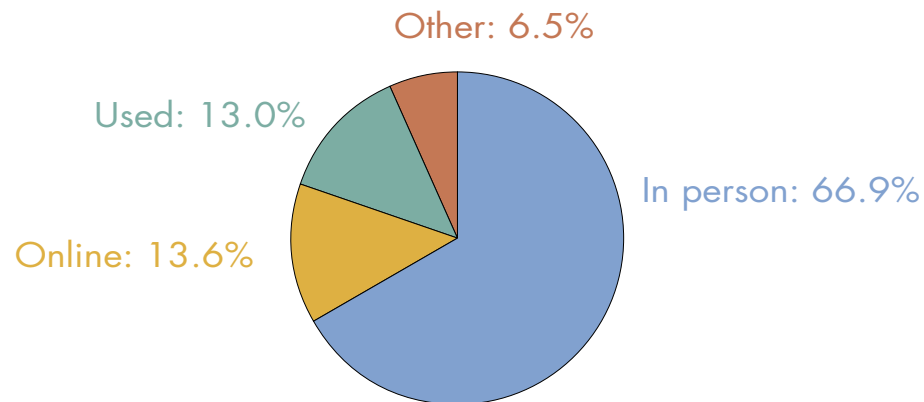
Attendees that purchased curriculum
at convention: 77.1%



Do you feel that exhibitors provided
desirable convention discount options?
87.5%

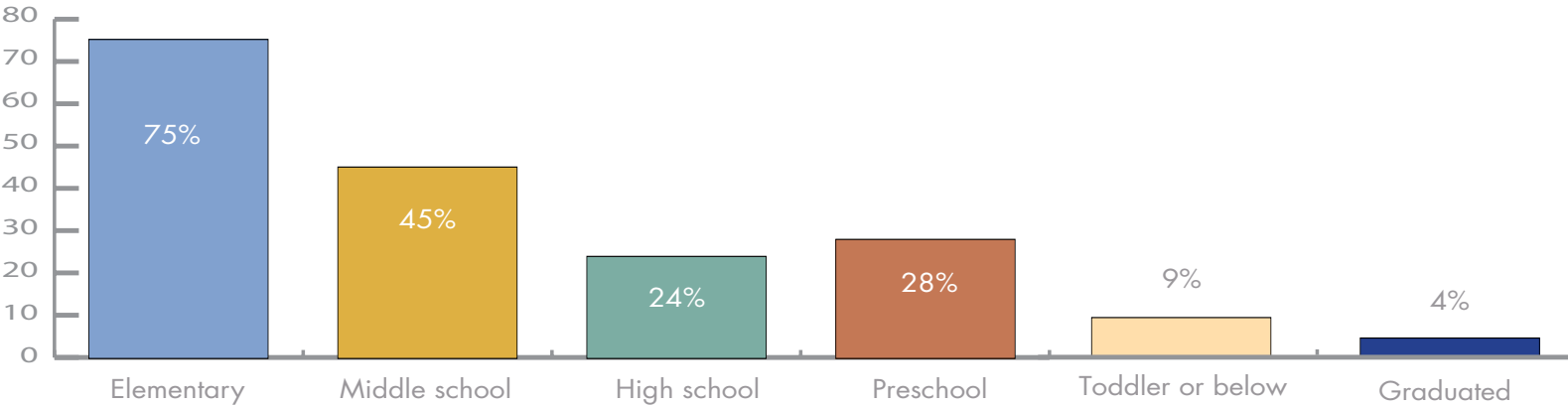
What is your preferred curriculum/material buying option?

From convention attendee survey:



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

From convention attendee survey:



A group of children and adults are seated in a dark room, likely a theater or auditorium, watching a presentation. In the foreground, five children are lying on their stomachs on the floor, propped up on their elbows, looking intently at the front. They are wearing blue and red shirts. In the background, several adults and other children are seated in rows of chairs, also looking towards the front. The lighting is dim, with a bright light source from the front creating a glow on the children's faces and the floor. The text "TOP TIER SPONSORSHIPS" is overlaid in the center of the image.

TOP TIER SPONSORSHIPS

Top Tier Sponsorships: At a Glance



BIG TEXAS SPEAKER:

\$17,500 per
convention /
\$30,000 both
conventions



LONE STAR:

\$9,500 per
convention /
\$17,500 both
conventions



FREEDOM:

\$8,000 per
convention /
\$15,000 both
conventions



SPECIAL EVENT:

\$7,000 per
convention /
\$12,500 both
conventions



BIG TEXAS SPEAKER

- Island Booth Space
- 4 registration passes to the convention
- 2 tickets to VIP Dinner on Friday evening
- Featured workshop opportunity w/ signage outside of workshop room
- Sponsor logo on signage at the convention
- Recognition from the main session stage
- 3 minute video shown during main session
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app
- Rotating logo on scrolling general session screens prior to general session
- Full Page ad in convention Program
- Logo on signage at the convention
- Logo on Exhibit Hall map
- Logo in Sponsors section of convention program
- Logo on Exhibit Hall map in program
- Insert in the convention registration bag
- Logo and link in 4 convention-blasts prior to the convention
- Logo and mention in 2 convention emails 1 month after the convention

\$30,000 both conventions

\$17,500 per convention





LONE STAR

- Endcap Booth Space
- 4 registration passes to the convention
- 2 tickets to VIP Dinner on Friday evening
- Featured workshop opportunity w/ signage outside of workshop room
- Sponsor logo on signage at the convention
- Recognition from the main session stage
- 2 minute video shown during the main session
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app
- Rotating logo on scrolling general session screens prior to general session
- ½ page ad in convention program
- Logo on signage at the convention
- Logo on Exhibit Hall map
- Logo in Sponsors section of convention program
- Logo on Exhibit Hall map in program
- Insert in the convention registration bag
- Logo and link in 2 convention e-blasts prior to the convention
- Logo and mention in 1 convention emails 1 month after the convention

\$17,500 both conventions

\$9,500 per convention





FREEDOM

- Premium Corner Booth
- 4 registration passes to the convention
- 2 tickets to VIP Dinner on Friday evening
- Featured workshop opportunity w/ signage outside of workshop room
- Sponsor logo on signage at the convention
- Recognition from the main session stage
- 2 minute video shown during the main session
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app
- Rotating logo on scrolling general session screens prior to general session
- ½ page ad in convention program
- Logo on signage at the convention
- Logo on Exhibit Hall map
- Logo in Sponsors section of convention program
- Logo next to Sponsored Program in the Program & App
- Logo on Exhibit Hall map in program
- Insert in the convention registration bag
- Logo and link in 2 convention e-blasts prior to the convention
- Logo and mention in 1 convention emails 1 month after the convention

\$15,000 both conventions

\$8,000 per convention





SPECIAL EVENT

- Premium Interior Booth
- 4 registration passes to the convention
- 2 tickets to VIP Dinner on Friday evening
- Featured workshop opportunity w/ signage outside of workshop room
- Sponsor logo on signage at the convention
- Recognition from the stage of sponsored event
- 2 minute video show during sponsored event
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app
- Rotating logo on scrolling general session screens prior to general session
- ¼ page ad in the convention Program
- Logo on signage at the convention
- Logo on Exhibit Hall map
- Logo in Sponsors section of convention program
- Logo next to Sponsored Program in the Program & App
- Logo on Exhibit Hall map in program
- Insert in the convention registration bag
- Logo and link in 2 convention e-blasts prior to the convention
- Logo and mention in 1 convention emails 1 month after the convention

\$12,500 both conventions

\$7,000 per convention



A large group of children are gathered in a gymnasium. In the center, a boy is jumping rope. Other children are standing around, watching. The background features a mural of a beach scene with palm trees and a blue sky. The text "MIDDLE TIER SPONSORSHIPS" is overlaid in white, bold, sans-serif font.

MIDDLE TIER SPONSORSHIPS

Middle Tier Sponsorships: At a Glance



CONFERENCE APP

\$5,000 per convention /
\$9,500 both conventions



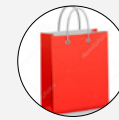
TEEN STAFF:

\$5,000 per convention /
\$9,500 both conventions



ALAMO COFFEE BREAK:

\$5,000 per convention /
\$9,500 both conventions



REGISTRATION BAGS:

\$5,000 per convention /
\$9,500 both conventions



SPEAKER WORKSHOP ROOM:

\$4,500 per convention /
\$8,500 both conventions



CONVENTION PROGRAM:

\$4,500 per convention /
\$8,500 both conventions



LANYARD:

\$4,000 per convention /
\$7,500 both conventions



REST STOP:

\$4,000 per convention /
\$7,500 both conventions



Conference App

- Premium Interior Booth
- 2 registration passes to the Convention
- Featured workshop opportunity w/ signage outside of workshop room
- Rotating logo featured on the Convention webpage
- Rotating logo featured on the Convention app and logo by sponsored event/activity in the Program
- Logo on signage at the convention
- Logo in Sponsors section of Convention program
- Logo and link in 1 convention e-blasts prior to the convention

\$9,500 both conventions

\$5,000 per convention



Teen Staff

- Premium Interior Booth
- 2 registration passes to the convention
- Featured workshop opportunity w/ signage outside of workshop room
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app and logo by sponsored event/activity in the Program
- Logo on signage next to Sponsored event
- Logo on Teen Staff Shirts
- Logo on signage at the convention
- Logo in Sponsors section of convention program
- Logo and link in 1 convention e-blasts prior to the convention

\$9,500 both conventions

\$5,000 per convention



Alamo Coffee Break

- Premium Interior Booth
- 2 registration passes to the convention
- Featured workshop opportunity w/ signage outside of workshop room
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app and logo by sponsored event/activity in the Program
- Logo on signage next to Sponsored event
- Logo on signage at the convention
- Logo in Sponsors section of convention program
- Logo and link in 1 convention e-blasts prior to the convention

\$9,500 both conventions

\$5,000 per convention



Registration Bags

- Premium Interior Booth
- 2 registration passes to the convention
- Featured workshop opportunity w/ signage outside of workshop room
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app and logo by sponsored event/activity in the Program
- Logo on Registration Bags
- Logo on signage at the convention
- Logo in Sponsors section of convention program
- Logo and link in 1 convention e-blasts prior to the convention

\$9,500 both conventions

\$5,000 per convention



Speaker Workshop Room

- Standard Interior Booth
- 2 registration passes to the convention
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app and logo by sponsored event/activity in the Program
- Logo on signage next to Sponsored event
- Logo on signage outside sponsored workshop room
- Logo on signage at the convention
- Logo in Sponsors section of convention program
- Logo and link in 1 convention e-blasts prior to the convention

\$8,500 both conventions
\$4,500 per convention



Convention Program

- Standard Interior Booth
- 2 registration passes to the convention
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app and logo by sponsored event/activity in the Program
- ½ page ad on the back cover of the convention program
- Logo on signage at the convention
- Logo in Sponsors section of convention program
- Logo and link in 1 convention e-blasts prior to the convention

\$8,500 both conventions
\$4,500 per convention



Lanyard

- Standard Interior Booth
- 2 registration passes to the convention
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app and logo by sponsored event/activity in the Program
- Logo on lanyards for all participants
- Logo on signage at the convention
- Logo in Sponsors section of convention program

\$7,500 both conventions
\$4,000 per convention



Rest Stop

- Standard Interior Booth
- 2 registration passes to the convention
- Rotating logo featured on the convention webpage
- Logo on signage next to Sponsored event
- Logo on signage at the convention
- Logo in Sponsors section of convention program

\$7,500 both conventions
\$4,000 per convention



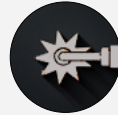
ENTRY LEVEL SPONSORSHIPS

Entry Level Sponsorships: At a Glance



GRADUATION SWAG BAG:

\$3,500 per convention /
\$6,500 both conventions



SILVER SPUR:

\$2,250 per convention /
\$4,500 both conventions



TEXAS RANGER:

\$1,750 per convention /
\$3,500 both conventions



Graduation Swag Bag

- Economy Interior Booth
- 2 registration passes to the convention
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app
- Logo on Graduation Bags
- Name listed on signage at the convention
- Name listed on Sponsors section of convention program

\$6,500 both conventions
\$3,500 per convention



Silver Spur

- Economy Interior Booth
- 2 registration passes to the convention
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app
- Name listed on signage at the convention
- Name listed on Sponsors section of convention program

\$4,500 both conventions
\$2,250 per convention



Texas Ranger

- Economy Mini Booth
- 2 registration passes to the convention
- Rotating logo featured on the convention webpage
- Rotating logo featured on the convention app
- Name listed on signage at the convention
- Name listed on Sponsors section of convention program

\$3,500 both conventions
\$1,750 per convention

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

TEXAS
HOME *School*
CONVENTIONS

