




TEXAS MUNICIPAL CLERKS
ASSOCIATION, INC.

2024

Sponsorship Opportunities

TMCA, Inc., Sponsorship Opportunities for 2024

Prepared by TMCA/TMCCP Administrative Director Miriam Sheehan, 940-565-3488, miriam.sheehan@unt.edu

A woman with dark, wavy hair and glasses is smiling at the camera. She is wearing a blue top with a white paisley pattern and a small Texas state pin on her lapel. She is holding a pink pen in her right hand. In the background, another person with blonde hair is visible, looking down at a laptop. The setting appears to be a meeting or conference.

*connect with
municipal
clerks
—the heart
of
local
government*

Welcome



Are you interested in connecting with the heart of Texas cities? Partnering with TMCA showcases you for key city government professionals across Texas, and shows your support of elevating the professionalism of Texas city government.

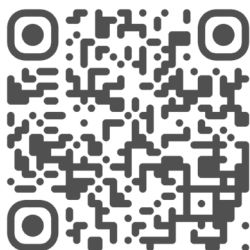
Texas Municipal Clerks Association, Inc. (TMCA) is seeking partners who are interested in supporting their clients' professional success while creating memorable experiences. Our goal at each conference is to give our sponsors a chance to not only expand their client base but to reconnect and strengthen relations with current clients. We offer several opportunities that guarantee enhanced exposure with the Texas municipal clerk community.

In addition to our sponsorship packages' strong core benefits, we also offer additional ways to engage with our members with supportive and memorable experiences.

If building relationships with influential members of Texas municipal government sounds like a good fit for your organization, I'd love to talk with you, learn about you, and help us form a partnership!



become a sponsor!



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municlerks.unt.edu
[sponsorship application](#)



About Us

TMCCP is
the only
university-level
professional
education
program for city
clerks and city
secretaries in
Texas, and is the
third-oldest of
such programs
in the country.

Texas Municipal Clerks Association, Inc., is a professional organization with over 1,100 members, dedicated to providing an educational and professional development program for novice and experienced Texas city clerks. Our members represent cities in all regions of Texas.

The Association membership has grown steadily since its founding in 1952. TMCA's educational program, Texas Municipal Clerks Certification Program, has also grown dramatically since its creation in 1967. Almost 1,100 enrollees have earned the Texas Registered Municipal Clerk Certification since its inception. Our educational events attract over 1,700 attendees each year.

Your sponsorship not only helps keep certification affordable for Texas city secretaries, it **spotlights your services to Texas city management.**



Municipal Clerk Professional Development

TMCA's opportunities for professional development are one of the top benefits to Texas municipal clerks. This education supports Texas cities by having the keystone member of their professional staff be among the most knowledgeable in their field by training them in the latest standards, laws, and best practices of their profession and municipal government.

As a sponsor, you help
Texas municipal clerks
**achieve their
professional goals
advance their careers
contribute to the
professionalism of their
municipalities**

TMCCP training topics include:

*Public Management and Administration,
Election Laws, Records Management,
Legislative Update, Municipal Finance,
Public Funds Investment, Navigating Media,
Human Resources, Ethics, Leadership*



2024 Educational Events Include:

Election Law • January 11-12, Denton
Estimated attendees: 500

Open Meetings Act/Public Information Act
April 18-19, Fredericksburg/Hybrid
Estimated attendees: 250

Public Funds Investment • June 13-14, Lubbock
Estimated attendees: 125

Records Management • August 29-30, Waco
Estimated attendees: 300

Advanced Institute
Oct. 31-Nov. 1, South Padre Island
(features TMCA Annual Awards Banquet)
Estimated seminar attendees: 250

Plus six webinars (to be announced)

Annual Sponsorship

TMCA's sponsorship program recognizes our supporters' significant contributions to our events.

Partnering with TMCA as a sponsor gives your organization promotional and networking opportunities with influential members of Texas local government year-round.

Sponsorship Policy

Policy Statement

It is the policy of Texas Municipal Clerks Association, Inc. (TMCA, Inc.) to pursue and utilize cash contributions from sponsors for the purpose of offsetting educational seminar costs.

In appreciation of such support, it is our goal to provide sponsors with suitable acknowledgment of their contributions. The following guidelines have been established to ensure that all sponsors are treated in an equitable and appropriate manner.

Sponsorship Criteria

- TMCA, Inc., will accept a sponsorship only if it does not pose a conflict of interest or negatively impact the objectivity of the Association, its members, officers, or employees.
- TMCA, Inc., does not necessarily recommend or endorse the services or products of any individual or firm that participates in this sponsorship program.
- Sponsorship must be relevant to the TMCA, Inc., educational goals.
- TMCA, Inc., reserves the right to reject any sponsorship deemed incompatible with the mission of TMCA, Inc. The mission of the sponsorship organization must not conflict with the mission of TMCA, Inc.:

The Texas Municipal Clerks Association, Inc., and the Texas Municipal Clerks Certification Program are dedicated to providing an educational and professional development program for novice and experienced municipal clerks.

Sponsorship Levels

There are three levels of sponsorship available, ranging from \$7,500 to \$20,000. Sponsors will be provided with a level of recognition that is proportional to their contributions. Sponsorship benefits are outlined in the following pages.

Levels of Sponsorship

PLATINUM SPONSOR—\$20,000

- Gold Level Package, plus:
- Exhibit at all five seminars
- Four complimentary conference registrations per year
- Introduce speaker/trainer at every conference
- Provide one-minute infomercial for seminars/webinars
- Full-page ad in seminar educational handouts
- Two annual TMCA, Inc., memberships
- Two reserved lunch tables at each seminar

GOLD SPONSOR—\$15,000

- Silver Level Package, plus:
- Exhibit at Election Law Seminar and 2 other seminars
- Introduce speaker/trainer at one seminar or webinar
- Two complimentary conference registrations per year
- One annual TMCA, Inc., membership

SILVER SPONSOR—\$7,500

- Logo and link on our website sponsor page
- Logo and link on our website home page
- Logo and link on our app landing page
- Banner on our app
- Exhibit at Election Law Seminar only
- One complimentary conference registration per year
- Reserved lunch table at one seminar

A background image showing a group of people, including an older man with glasses, looking at a display or document at what appears to be a seminar or conference.

TMCA
membership
1,135 members
in 2022

TMCA
members
represent
650 Texas cities

TMCCP
2022 in-person
seminars
1,360
attendees

TMCCP
2022 webinars
350
viewers

[view our
sponsorship
application](#)

Further Opportunities To Support TMCCP 2024 Seminars

Will include signage, attendee list, and in-app recognition.



Lunch \$6,000

TMCCP seminar luncheons are celebrated amongst city clerks as the time they finally get to reunite with peers across Texas, catching up with colleagues and making new connections. Alongside education, networking is a major draw for our attendees.



Happy Hour Social \$5,000

Our seminar attendees are eager for in-person networking opportunities. Texas is a big state, and the chance to reconnect with friends and meet new peers in a laid-back setting is a highly sought-after opportunity.



Breakfast \$4,000

Some of our most consistent happy feedback is about the most important meal of the day! Attendees do not hesitate to let us know how much they valued starting off a day of education with a nutritious breakfast. Coffee is a must!



Food Break \$3,000

During a long day of training attendees need a recharge, and are grateful for support given with food breaks.



All-Day Beverage Break \$3,000

Hydration (and caffeine!) are crucial for a day of learning. We always hear positive feedback about it.

**Exhibit Only
\$1,500 per seminar**

**Wi-Fi
\$2,500 per seminar**

**360° Photo Booth Stations
(Advanced Institute only)
\$1,500**

**Charging Stations
\$1,500 per seminar**

**Custom Lanyards
\$500 per seminar**