DESTINATIONS TEXAS

SPONSORSHIP OPPORTUNITIES

WINTER CONFERENCE

The Winter Conference features exclusive Master Class tracks offered only by Destinations Texas, this year in Advocacy, Communications, and Sales. Last year's conference drew more than 150 attendees from over 50 Texas destinations, and more than 40% held director-level titles or above, from CEOs and VPs to directors of marketing, sales, and communications.

Session Sponsor
$5,000

- **Moderate or produce one educational session (subject to topic approval)**
- Sponsor recognition on stage and across all event signage
- Two complimentary registrations
- Table in the Partner Hall
- Featured in Destinations Texas e-news and social media
- Event attendee list

Meal Sponsor
$5,000

Day 1 breakfast or lunch

- **Five minutes on stage to welcome the crowd and share your product**
- Sponsor recognition on stage and across all event signage
- Two complimentary registrations
- Table in the Partner Hall
- Featured in Destinations Texas e-news and social media
- Event attendee list

Board Dinner Sponsor
$5,000

- **Exclusive opportunity to host and dine with the Destinations Texas Board of Directors**
- One complimentary registration
- Table in the Partner Hall
- Featured in Destinations Texas e-news and social media
- Event attendee list

Table Sponsor
$3,500

- Sponsor recognition on stage and across all event signage
- One complimentary registration
- Table in the Partner Hall
- Featured in Destinations Texas e-news and social media
- Event attendee list

Supporting Sponsor
$1,500

DMOS ONLY

- Logo recognition on event signage
- Featured in Destinations Texas e-news and social media

DESTINATIONS TEXAS

WINTER CONFERENCE SPONSORSHIP

WHO YOU'LL REACH

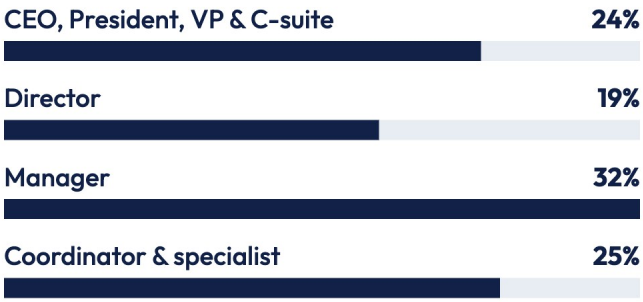
The Winter Conference puts your brand in front of the people who run, market, and sell Texas destinations. Here is who was in the room at the 2026 conference.

154
attendees

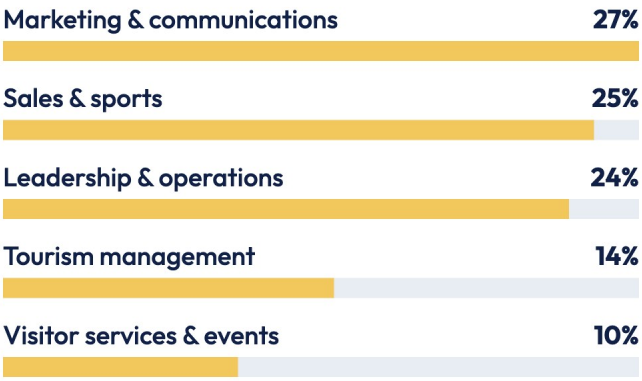
55
Texas destinations and agencies represented

43%
hold director-level titles or above

By seniority



By department (destination staff)



Master Class tracks, only at Destinations Texas

Deep-dive learning built for Texas tourism professionals and offered nowhere else. This year's tracks:

Advocacy | **Communications** | **Sales**

Organizations in the room last year included

Visit Dallas · Visit Fort Worth · Visit Austin · Visit Corpus Christi · Destination El Paso · Visit Plano · Grapevine CVB · Destination Bryan · Fredericksburg CVB · Visit Lubbock · Amarillo CVB · Visit Midland · Destination Waco · Visit McKinney · Discover Denton · Laredo CVB · Visit Boerne · Discover Odessa · Discover San Angelo · Visit Nacogdoches · Destination Seguin · Discover Denison · Visit Kilgore · Visit Palestine · Stephenville Tourism · Port Aransas Tourism Bureau · Big Spring CVB · Visit Lindale · Visit Canton · Discover Sealy · Visit Uvalde County · Texas Parks and Wildlife Department, and more than 20 other Texas destinations.

Ready to reserve your sponsorship?

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