



WINTER CONFERENCE

January 28–30, 2026 | Boerne, TX

Estimated Attendance: 140–180 destination professionals

About the Event: The Winter Conference is a highly interactive, small-group gathering featuring a master class format. For two full days, attendees commit to a focused track—Leadership, Marketing, or Sales—where they dive deep into workshops, role-playing, and applied education. This immersive format encourages active participation, peer-to-peer collaboration, and actionable takeaways.



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PARTNER OPPORTUNITIES

Gold Sponsor – \$6,000

- Opportunity to welcome attendees on stage during opening or lunch
- Sponsor recognition on stage and across all event signage
- Host one educational session (subject to topic approval)
- Two complimentary registrations
- Premium Partner Hall placement
- Recognition in Destinations Texas email and social media promotions
- Attendee list provided electronically pre- and post-event

Silver Sponsor – \$5,000

- Opportunity to introduce or moderate an educational session
- Sponsor recognition on stage and across all event signage
- One complimentary registration
- Table in the Partner Hall
- Recognition in Destinations Texas email and social media promotions
- Attendee list provided electronically pre- and post-event

Bronze Sponsor – \$4,000

- Sponsor recognition on stage and across all event signage
- One complimentary registration
- Table in the Partner Hall
- Recognition in Destinations Texas email and social media promotions
- Attendee list provided electronically post-event

Board Dinner Sponsor – \$3,000

- Exclusive opportunity to host and dine with the Destinations Texas Board of Directors

Supporting Sponsor (DMOs only) – \$1,500

- Logo recognition on event signage
- Recognition in Destinations Texas email and social media promotions