

CELEBRATING 50 YEARS OF THE Texas Association of Museums

The Texas Association of Museums (TAM) is excited to host our 2025 Annual Conference in Austin from April 6th–9th. Inspired by the city’s iconic bridges, the theme of TAM 2025 is “**Bridging the Past & Future**,” and we will gather to commemorate our rich 50 year history and look to the future.



CONFERENCE HIGHLIGHTS

The TAM Conference is the largest gathering of museum professionals in the state. We anticipate particularly robust attendance at TAM 2025 as we celebrate our 50th anniversary in our state's vibrant capital city. As a result, TAM 2025 will provide a unique opportunity to connect to museum professionals from across Texas.

- **TAM represents more than 5,000 professionals**, institutions, and corporate partners in the museum sector
- **Potential for 6 months of exposure for your brand** with your logo on the TAM conference materials, website, newsletter and social media posts.
- Programming and events will be held at the AT&T Conference Center, LBJ Presidential Library, Bullock Texas State History Museum, Texas Science & Natural History Museum, and The Contemporary Austin
- Projected Attendance: **400+ conference attendees over 4 days**
- **Target Audience:** Museum decision-makers in attendance include trustees, executive directors, museum managers, curators, educators, exhibit preparators, museum shop directors, event managers, and sales/marketing professionals



TAM 2025 SPONSORSHIPS

All sponsorship levels are recognized on the TAM Website, newsletter, social media & conference materials.
 All Business Plus member sponsors receive access to opted-in attendee contact information.
 Visit TexasMuseums.org for information on becoming a TAM member.

- Logo recognition as Presenting Sponsor on conference program, signage, website, and social media
- Provide a conference scholarship for one museum professional
- Recognition at the Opening Session and opportunity to speak at podium
- Dedicated e-blast or blog post to TAM distribution list
- Sponsor one (1) breakout session of choice
- TAM Newsletter spotlight
- Full Page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 3 Complimentary conference registrations



Capitol Champion
\$20,000



Lady Bird Legend
\$10,000

- Logo recognition on conference program, signage, website, and social media
- Recognition at the Opening Session
- Dedicated e-blast or blog post to TAM distribution list
- Sponsor one (1) breakout session of choice
- TAM Newsletter spotlight
- Full page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 3 Complimentary conference registrations

New for 2025:
 Providing a promotional item in the Attendee Tote Bags is an exclusive benefit for TAM Business Members.

- Logo recognition on conference program, signage, website, and social media
- Sponsor one (1) breakout session of choice
- TAM Newsletter spotlight
- Half page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 2 Complimentary conference registrations



Zilker Park Patron
\$5,000



TAM 2025 SPONSORSHIPS

All sponsorship levels are recognized on the TAM Website, newsletter, social media & conference materials. All Business Plus member sponsors receive access to opted-in attendee contact information.



Bat Bridge Booster
\$2,500

- Logo recognition on conference program, signage, website, and social media
- Half page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 2 Complimentary conference registrations



Live Music Maestro
\$500

Non-Profits Only

- Logo recognition on conference program, signage, website, and social media

*Don't see a fit?
Contact the TAM
team at Admin@
texasmuseums.org to
discuss a customized
sponsorship to
fit your needs.*



UNDERWRITING

\$10,000 | Lanyard Sponsor

- Logo recognition as the Lanyard Sponsor on conference program, signage, website, and social media
- Logo placement on 400+ attendee's lanyards
- Recognition at the Opening Session
- Dedicated e-blast or blog post to TAM distribution list
- TAM Newsletter spotlight
- Full Page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 2 Complimentary conference registrations

\$10,000 | Catering Sponsor

- Logo recognition as the Catering Sponsor on conference program, signage, website, and social media
- Signage with logo placement at conference breakfasts and lunches
- Recognition at the Opening Session
- Dedicated e-blast or blog post to TAM distribution list
- TAM Newsletter spotlight
- Full Page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 2 Complimentary conference registrations

\$5,000 | Academic Showcase Sponsor

- Logo recognition as the Academic Showcase Sponsor on conference program, signage, website, and social media
- Signage with logo placement at the Academic Showcase
- TAM Newsletter spotlight
- Half page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 2 Complimentary conference registrations

\$5,000 | Printing Sponsor

- Logo recognition as the Printing Sponsor on conference program, signage, website, and social media
- TAM Newsletter spotlight
- Half page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 2 Complimentary conference registrations

\$5,000 | Conference App Sponsor

- Logo recognition as the Conference App Sponsor on conference program, signage, website, and social media
- Logo recognition on conference app
- TAM Newsletter spotlight
- Half page color ad in conference program
- Tabletop exhibitor booth: 8' x 10' Booth Space, 6' skirted table with 1 chair
- 2 Complimentary conference registrations



EXHIBITORS

TAM sponsors and exhibitors have a great opportunity to introduce their business, product, or solution to the Texas cultural community by networking face-to-face with attendees at TAM’s 2025 Annual Conference in Austin. This year we will be hosting TAM’s daytime programming at the AT&T Hotel and Conference Center. Exhibitor booths will be on display there throughout Monday, April 7 and Tuesday, April 8.

Tabletop Exhibitor Booth \$1,200 Member | \$1,500 Non-Member

- Face-to-face networking with 400 TAM attendees, your new and existing clients
- 8’ x 10’ booth space
- 6’ skirted table with 1 chairs
- 1 complimentary full-conference registration (additional registrations may be purchased at discounted rate)
- Logo recognition on event signage, printed program, and event website
- Company logo listed on exhibitor bingo card handed to all attendees

TAM Conference sponsors are given priority booth placement. For information on becoming a TAM 2025 sponsor please see page 3 of packet.



ADVERTISEMENTS

Advertising in the TAM 2025 Conference Print Program is a great way to promote your business or museum to a diverse audience of museum professionals. The program will be shared with all TAM Annual Meeting attendees and contains the conference timeline, session descriptions, sponsor listings, and more.

BACK COVER FULL PAGE AD (only one available)	\$1,750
INSIDE FRONT COVER FULL PAGE AD (only one available)	\$1,250
INSIDE BACK COVER FULL PAGE AD (only one available).....	\$1,000
FULL PAGE WITHIN PROGRAM	\$750
HALF PAGE WITHIN PROGRAM.....	\$550



SUPPORT TAM 2025

To confirm your support of TAM 2025 today, visit the links below.

[Purchase TAM 2025 Sponsorship](#)

[Purchase TAM 2025 Underwriting](#)

[Purchase TAM 2025 Exhibitor](#)

[Purchase TAM 2025](#)

[Conference Program Ad](#)

Sponsorships are subject to availability. The earlier a sponsorship is reserved the greater the opportunity for maximum exposure through the Texas Association of Museum's marketing efforts. Sponsorships secured later may be subject to marketing deadlines that may prevent sponsors from receiving all benefits listed.

Important Deadlines

- Ads must be submitted by **February 24, 2025**
- Exhibitor booths must be confirmed by **March 3, 2025**

Have questions?

Want a customized sponsorship?

Contact the TAM team through the contact information below.

TAM Executive Director

Brittany Petrilli

brittany@texasmuseums.org

Opt In Experts | TAM Event Coordinators

Lauren Smith Richmond

lauren@optinexperts.com



Thank you for celebrating 50 years with us! See you in Austin!

