



Texas Municipal Utilities Association

Texas Municipal Utilities Association

Sponsorship Information **And** **Renewal Package**

- **Invitation**
- **Sponsorship Invoice Form**

Contact:

David R. Bailey

TMUA President

972-937-7330 ext. 121

dbailey@waxahachie.com

TMUA Sponsorship Invitation

Our Texas Municipal Utilities Association (TMUA) sponsors are a very important part of its revenue base from which newsletters and programs are provided to its membership of over 150. By Board policy, all sponsorship efforts are consolidated and sponsors are contacted annually. Sponsors are recognized in several ways:

- 1) In the electronic membership directory updated throughout the year
- 2) At the Annual Conference, as well as at the TMUA Affiliates Day Program at TML
- 3) On the TMUA Web site and in the quarterly newsletter.

There are five levels of sponsorship based on the contribution amount. These are:

- Premier \$2000 and up
- Platinum \$1000;
- Gold \$500;
- Silver \$300;
- Bronze \$100

If your organization has been a generous sponsor of TMUA in the past, we want to express our appreciation and hope that you will continue your support. We would even like to ask for you to consider increasing your sponsorship level to assist TMUA in efforts to better serve its membership. In any case, we appreciate your participation as a sponsor of TMUA and ask that you indicate that level on the attached form and send your contribution to: TMUA, Attn: Joe Foster at the address shown on the remittance form.

If you are not currently a TMUA sponsor, we would invite you to consider the benefits of financially supporting our vibrant organization dedicated to education, communication and professionalism. Check out our Web site at www.tmua.org today for additional information about the business and leadership of TMUA.

Again, thanks for your financial support. On behalf of TMUA, I extend my personal appreciation and look forward to hearing from you soon. Please feel free to call me or drop me a note if you have any questions.

Sincerely,
David R. Bailey
President

2011-2012 TMUA SPONSORSHIP INVOICE
For The Period July 1, 2011 through June 30, 2012

My organization wishes to participate or continue participation in the contribution category indicated below.
You may go to www.tmua.org to pay online with credit card or complete this form and mail in payment.

Level of Participation (check one):

- Premier Sponsor - \$2,000+
- Platinum Sponsor - \$1,000
- Gold Sponsor - \$500
- Silver Sponsor - \$300
- Bronze Sponsor - \$100

Form of Payment:

check enclosed

Firm Name: _____

Contact Person: _____

Title: _____

Mailing Address: _____

City/State/Zip Code: _____

Phone Number: _____ **Fax** _____

E-Mail Address: _____

Signature: _____

TMUA c/o Texas Municipal League
1821 Rutherford Lane, Suite 400
Austin, TX 78754-5128
Phone 512-231-7425
Fax 512-231-7495

TMUA Sponsorship Benefits Policy
Updated For 2011-2012
(per board action August 13, 2009)

Introduction: TMUA offer a number of benefits for our sponsors as outlined in this policy. Since our sponsorship follows a 'pooled funds' approach, sponsorships do not cover specific events, but provides general association support to minimize conference costs and maintain the administrative functions of the organization.

TMUA Membership: It will also be a requirement that every sponsor organization have at least one member of TMUA. Membership will be reviewed annually to ensure that sponsors are current.

Recognition at Conferences: TMUA typically holds one conference per year, at which signage informs members of our various sponsors, by support level. Verbal recognition during a general session or luncheon offers members the opportunity to acknowledge our sponsors as a group. In addition, where logistically feasible, 'resource tables' allow sponsors to set out informational items about their company, products, and/or services.

The resource tables have had positive feedback from our participating sponsors and members, so those will continue as a benefit. These tables are intended to be non-staffed areas where information is displayed or offered for any interested participant. We do not intend to rent additional exhibit space for these events, or provide any utility or service other than tables set up in an accessible location. The venue of conference changes from year to year and we will make the best decision we can to offer the sponsors' maximum exposure while support a good conference flow and floor plan. Also, the level of sponsor participation varies from one conference to the next, so we do not plan to structure space on the tables. Preference and sizing will be determined by sponsor support level, to provide the most visibility and space to the highest level sponsors.

Sponsor Benefits:

Premier \$2000

Includes an invitation for two to the TMUA Board of Directors Dinner, Co-sponsor of the TMUA Annual Conference educational sessions, two one-year memberships to TMUA; one free registration to the TMUA Annual Conference; display space at the TMUA Annual Conference for information about your organization's products and services; the opportunity to give a 15-minute scheduled presentation at a conference event; a list of all TMUA Annual Conference attendees, a listing and link on the sponsor page of the TMUA Web site, recognition at all TMUA events, and a one-year subscription to the TML monthly *Texas Town & City* magazine.

Platinum \$1000

Includes two one-year memberships to TMUA; one free registration to the TMUA Annual Conference; display space at the TMUA Annual Conference for information about your organization's products and services; the opportunity to give a brief (five-minute) scheduled presentation at a conference event; a list of all TMUA Annual Conference attendees, a listing and link on the sponsor page of the TMUA Web site, recognition at all TMUA events, and a one-year subscription to the TML monthly *Texas Town & City* magazine.

Gold \$500

Includes one one-year membership to TMUA; display space at the TMUA Annual Conference for information about your organization's products and services; the opportunity to give a brief (five-minute) scheduled presentation at a conference event; a list of all TMUA Annual Conference at-

tendees, a listing and link on the sponsor page of the TMUA Web site, recognition at all TMUA events, and a one-year subscription to the TML monthly *Texas Town & City* magazine.

Silver \$300

Includes a one-year subscription to the TML monthly *Texas Town & City* magazine; a listing and link on the sponsor page of the TMUA web site.

Bronze \$100

Includes a listing on the sponsor page of the TMUA web site.

Newsletter/Website: We will continually provide hyperlinks to the preferred website of Premier, Platinum Gold and Silver sponsors.

Sponsors are encouraged to submit technical articles for the newsletter/website. These articles will be included based upon a review by the newsletter/website committee with preference to those articles deemed of interest to the membership at large, timeliness, and appropriateness. No marketing of individual products or services are allowed in these articles, but links to additional websites are allowed. The committee will strive to ensure that sponsors are included in a rotating manner, based on what is submitted and the level of sponsorship, within the above guidelines.

In addition, sponsors are often called upon to present technical topics at our conferences or referred for other conferences. Preference again will be given to topics of general relevant interest, timeliness, appropriateness, and level of sponsorship. The request to present a topic presumes that the sponsor will present a neutral manner and not use the speaking time to market their company or solicit business.

Conclusion: It is our intent at TMUA to offer our sponsors a good value for their support. We view the agreement as an on-going relationship and hope to continue to find ways to improve the benefits to the sponsors and the members. Occasionally, we will solicit formal sponsor feedback, but ideas are always welcome. Please contact David Harris, President, at dharris@ci.brownwood.tx.us with any questions, concerns or ideas.

TMUA 2010 - 2011 SPONSORS

Premier Sponsor



Platinum Sponsor



Jacob & Martin Engineering

Gold Sponsor

Bury+Partners Engineering Solutions

Bleyl & Associates

EnerNOC

Expergy

KSA Engineers

McCain Water Works Marketing

Texas Municipal Retirement System

Texas 811

Silver Sponsor

Wachs Water Service