



Texas Association of Local Housing Finance Agencies

2020 Supporter Opportunity

Dear TALHFA Members & Friends:

YOUR association needs YOUR support! Let TALHFA members know that YOU are working to make a difference in Affordable Housing for the State of Texas. Please complete this form and return it as soon as possible.

Organization: _____ TALHFA Member's name: _____

Contact Person for ad: _____ Phone: _____

Email: _____ Website: (link for TALHFA's website): _____

Please check (v) your 2020 TALHFA Supporter Level below:

Supporter Level	Four Keys	Three Keys	Two Keys	One Key	Conference Booth Only
• TALHFA Talk Only	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$950
• Conference Only	<input type="checkbox"/> \$7,900	<input type="checkbox"/> \$6,400	<input type="checkbox"/> \$4,750	<input type="checkbox"/> \$3,100	HFC Conference Ad Only
Total before discount	\$10,100	\$8,300	\$6,350	\$4,400	<input type="checkbox"/> \$675
<u>Less Discount for both</u>	(\$500)	(\$500)	(\$500)	(\$500)	
• Combination	<input type="checkbox"/> \$9,600	<input type="checkbox"/> \$7,800	<input type="checkbox"/> \$5,850	<input type="checkbox"/> \$3,900	

BENEFITS OF EACH LEVEL OF SUPPORT AND AD SPECIFICATIONS ARE DETAILED ON THE ATTACHED SPONSORSHIP MATRIX

ADS FOR 2020 TALHFA TALK ISSUES DUE FEBRUARY 3RD, MAY 1ST, AUGUST 3RD & NOVEMBER 2ND
ADS FOR CONFERENCE PROGRAM DUE AUGUST 3RD

Payment Information:

Check enclosed made payable to TALHFA. Send completed form and check to our new address:
TALHFA, 11615 Angus Rd, Suite 103, Austin TX 78759-4006



Credit Card Amount: \$ _____
 Go to the "Join Us" page on www.TALHFA.org to pay safely and quickly via PayPal using major credit and debit cards.

Email your ad to: Jeanne@TALHFA.org

Contact **Jeanne Talerico** with questions: 512.241.1657 Phone or 512.736.8254 Cell

THANK YOU FOR SUPPORTING THE PROGRAMS & GOALS OF TALHFA!

TALHFA is a Non-Profit Corporation with a 501(c)(6) designation from the Internal Revenue Service. Membership Dues are not deductible as charitable contributions for federal income tax purposes; however, dues may be deductible by members as an ordinary business expense. A portion of dues may not be deductible as an ordinary business expense to the extent TALHFA engages in lobbying. It is estimated that in 2020, no more than 10% will be used for lobbying expenses.

For TALHFA Admin Only

Date Received _____	CContact _____	QB _____
Database _____	Conf & Thank you _____	PayPal _____
Web Directory _____		CC/Check _____



2020

Key Supporter Levels & Benefits



	TALHFA Talk ONLY 4 issues/year Circulation = 500+	Conference Sponsor ONLY	BEST VALUE! Combination \$500 discount
4 Key Supporter	<p>\$ 2,200 \$550/issue</p> <p>Full Page Ad - Full Color</p>  <p>With Bleed: 8.75" w x 11.25" h No Bleed: 7.5" w x 10" h</p>	<p>\$ 7,900</p> <ul style="list-style-type: none"> Major Event Sponsor Name and logo on event bag or other promotional item Exhibit Booth Signage Full Page Color Program Ad Website Recognition & Link 4 Free Registrations! (\$1960+ value) 	\$ 9,600
3 Key Supporter	<p>\$ 1,900 \$475/issue</p> <p>2/3 Page Ad - Full Color</p>  <p>Horizontal <u>ONLY</u> No Bleed: 7.5" w x 6.6" h With Bleed: 8.75" w x 7.75" h</p>	<p>\$ 6,400</p> <ul style="list-style-type: none"> Event Sponsor Exhibit Booth Signage Full-Color 2/3 Page Program Ad Website Recognition & Link 3 Free Registrations (\$1470+ value) 	\$ 7,800
2 Key Supporter	<p>\$ 1,600 \$400/issue</p> <p>1/2 Page Ad - Full Color</p>  <p>Horizontal <u>ONLY</u> No Bleed: 7.5" w x 5" h With Bleed: 8.75" w x 5.5" h</p>	<p>\$ 4,750</p> <ul style="list-style-type: none"> Event Sponsor Exhibit Booth Signage Full-Color 1/2 Page Program Ad Website Recognition & Link 2 Free Registrations (\$980+ value) 	\$ 5,850
1 Key Supporter	<p>\$ 1,300 \$325/issue</p> <p>1/3 Page Ad - Full Color</p>  <p>Horizontal <u>ONLY</u> No Bleed: 7.5" w x 3.35" h With Bleed: 8.75" w x 3.75" h</p>	<p>\$ 3,100</p> <ul style="list-style-type: none"> Signage Full-Color 1/3 Page Program Ad Website Recognition & Link 1 Free Registration (\$490+ value) 	\$ 3,900

\$675 HFC Ad ONLY

- Available to HFC's only
- Full-Color Horizontal 1/3 Page Conference Program Ad (see 1 Key Supporter for dimensions)

\$950 Conference Booth ONLY

Exhibitor Booth at 2020 Annual TALHFA Educational Conference

Help us to make your ad look great!

Send files as .pdf or .tiff, attach all links and fonts to your artwork, and artwork must be at least 300 dpi.

Questions? Call Jeanne at 512.241.1657 or email Jeanne@TALHFA.org.