



Texas Association of Local Housing Finance Agencies

2017 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 Address: (used for your link on TALHFA's website): _____

Please check (v) your 2017 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"/> \$800
• Conference Only	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$5,600	<input type="checkbox"/> \$4,200	<input type="checkbox"/> \$2,750	HFC Conference Ad Only
Total before discount	\$9,200	\$7,500	\$5,800	\$4,050	<input type="checkbox"/> \$600
<u>Less Discount for both</u>	(\$500)	(\$500)	(\$500)	(\$500)	
• Combination	<input type="checkbox"/> \$8,700	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$5,300	<input type="checkbox"/> \$3,550	

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

ADS FOR 2017 TALHFA TALK ISSUES DUE MARCH 1ST, JUNE 1ST, SEPTEMBER 1ST & DECEMBER 1ST

ADS FOR CONFERENCE PROGRAM DUE SEPTEMBER 1ST

Payment Information:

Check enclosed made payable to TALHFA. Send completed form and check to:
TALHFA, 5900 Balcones Drive, Suite 245, Austin, TX 78731-4285

Credit Card Amount: \$ _____ + (a processing fee up to 3% will be added)

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 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 2017, no more than 10% will be used for lobbying expenses.



2017



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 or 7.5"w x 10"h</p>	<p>\$ 7,000</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! (\$1880+ value) 	\$ 8,700
3 Key Supporter	<p>\$ 1,900 \$475/issue</p> <p>2/3 Page Ad - Full Color</p> <p>Horizontal: 7.5"w x 6.6"h With Bleed: 8.75"w x 7.75"h</p>	<p>\$ 5,600</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 (\$1400+ value) 	\$ 7,000
2 Key Supporter	<p>\$ 1,600 \$400/issue</p> <p>1/2 Page Ad - Full Color</p> <p>Horizontal: 7.5"w x 5"h With Bleed: 8.75"w x 5.5"h</p>	<p>\$ 4,200</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 (\$940+ value) 	\$ 5,300
1 Key Supporter	<p>\$ 1,300 \$325/issue</p> <p>1/3 Page Ad - Full Color</p> <p>Vertical: 2.5"w x 10"h With Bleed: 3"w x 11.25"h or Horizontal: 7.5"w x 3.35"h With Bleed: 8.75"w x 3.75"h</p>	<p>\$ 2,750</p> <ul style="list-style-type: none"> Signage Full-Color 1/3 Page Program Ad Website Recognition & Link 1 Free Registration (\$470+ value) 	\$ 3,550

\$600 HFC Ad ONLY

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

\$850 Conference Booth ONLY

Exhibitor Booth at 2017 Annual TALHFA Educational Conference in Fort Worth, TX

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.