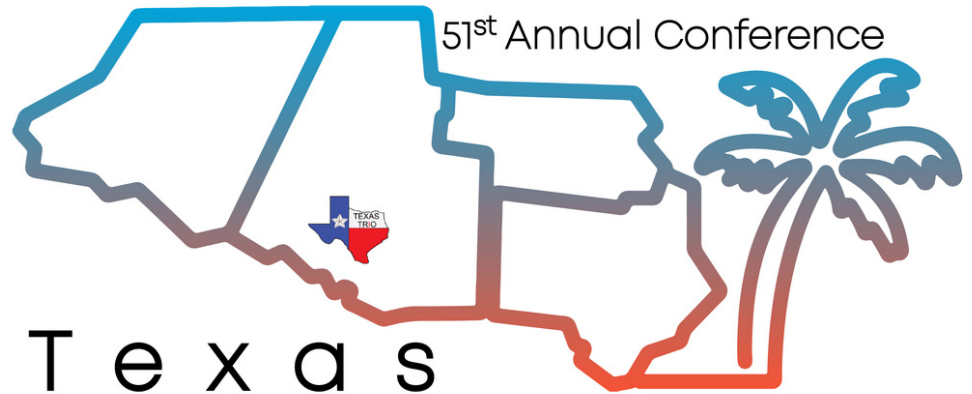


Reimagining
the Future of TRIO



51st Annual Conference

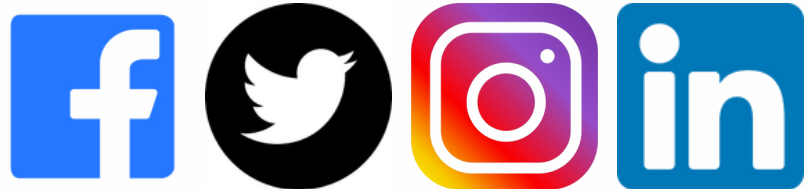
T e x a s

TRIO

A s s o c i a t i o n

FEBRUARY 25 - 28, 2024

McAllen, Texas



INVITATION TO EXHIBIT AND SPONSOR

Please submit completed exhibitor/sponsorship forms and payment before January 19, 2024

You may complete the form/payment electronically at

<https://txtrio.wildapricot.org/event-5488486>

Or you may submit this form electronically to Conference Sponsorship Chair, Dr. Jennifer Luken Sutton at jluken@uta.edu



CONFERENCE WEBPAGE

2024 TEXAS TRIO EXHIBITOR AND SPONSOR INVITATION

**Location: McAllen Convention Center
February 25-28, 2024**

Increase your visibility, reach, and access among higher education and college success professionals within the State of Texas and surrounding regional area during the 51st Texas TRIO Annual professional conference hosted in McAllen, Texas, a true bi-national destination.

About Texas TRIO: Who We Are

The Texas TRIO Association is the representative body for TRIO professionals from colleges, universities, and agencies that host federally-funded TRIO educational opportunity programs in the state of Texas. Texas TRIO is dedicated to advocating for the TRIO movement by creating opportunities for TRIO professionals, participants, and with professional development and support.

Our mission is to implement educational training and outreach initiatives, developing state resources, empowering state leadership and involvement in political issues that impact TRIO programs, providing scholarship opportunities, optimizing opportunities to reinforce and increase proficiency in technology, and increasing effective communication and brand recognition that furthers public awareness of the needs of disadvantaged students enrolled in or aspiring to post-secondary education

As mandated by Congress, two-thirds of TRIO students must come from families whose taxable income for the preceding year did not exceed 150 percent of the poverty level amount, with neither parent graduating from college. Our programs as target serving students with disabilities and military veterans. As of February 2023, 299 TRIO programs in Texas currently serve 76,276 low-income Americans. Collectively, TRIO programs serve students in grades six through graduating college seniors. Our students come from all demographics and locations as we are often the only college preparation programs serving rural areas that lack the most access to college advisors and college support resources.

Students in the TRIO Upward Bound program are four times more likely to earn an undergraduate degree than students from similar backgrounds who did not participate in TRIO; nearly 20 percent of all black and Hispanic freshmen who entered college in 1981 received assistance through the TRIO Talent Search or EOC programs; students in the TRIO Student Support Services program are more than twice as likely to remain in college compared to students from similar backgrounds who did not participate in the program.

2024 TEXAS TRIO EXHIBITOR AND SPONSOR INVITATION

About the Annual Conference

Texas TRIO holds its annual conference every year at a different location in one of Texas' growing and great cities. This year we have selected McAllen, Texas as our conference location to capitalize on its southern location, an area rich in culture, history, and culinary experiences as well as hidden experiences. With the success of our previous in-person conference last year, we are excited to continue that format, which will include safety and wellness precautions and protocols. Texas TRIO will send out notification 90 days prior to the conference date. The Texas TRIO annual conference hosts up to 400 of the state's highly skilled college success professionals yearly where partnerships, best practices and innovated programming are shared and introduced to further develop the success of our programs and increase student success.

Your Investment Towards College Access and Success

With your generous sponsorships of the Texas TRIO Annual Conference you will directly impact the educational development and success of first-generation, low-income students and college success professionals. Your support will allow Texas TRIO the means to keep registration costs lower thus increasing the number of participants, and directly supports TRIO students across the state in the forms of scholarships, academic success materials, and technology support which has been proven to be critical during these challenging times.





FROM OUR STUDENTS

"TRIO is the single most important contributor to my academic and professional success. Despite campus resources both in high school and in college, my potential would have gone untapped had it not been for the army of TRIO professionals that took the time to get to know me personally, and coached me to better align my skillset and strengths. My passion today for public and community service, education and leadership is a direct result of their leadership. Without these TRIO programs, so many high-achieving and gifted students would fail to tap into their potential due to their circumstances of their birth and limited knowledge of resources. #TRIOWorks!"

-Desiree Padron, University of North Texas

"TRIO has helped improve my grades and kept me accountable for my academic and social well-being."

-Evie Sline, Houston Baptist University

"I've gained endless opportunities and received the help I needed to accomplish my dreams since being in UBMS"

-Cesar F., West Texas A&M University

"The most rewarding part about joining TRIO Upward Bound is the many opportunities that can come from the program. With opportunities such as college viewing, scholarships, and just extra help to push us along the way."

-Adalia C., St. Mary's University

"Throughout high school and my undergraduate career my TRIO counselors gave me the positive resources to excel in an environment where the statistics said I would fail. The support I gained from TRIO, through tutoring services and advisement helped me believe that I can achieve my goals. I have gained lifelong mentors through my time with TRIO and encourage others to become a part of what feels like a family."

-Pashence Columbus, Parris Foundation

"The McNair summer internship exposed me to the rigors of conducting original research and gave me a competitive advantage in my doctoral program."

- Dr. Mayowa Awe (nee Olawoyin), University of Texas at Arlington



Sponsorship and Advertising Opportunities

Please contact Dr. Jennifer Luken Sutton at jluken@uta.edu or (817) 272-3684 for any questions.

Sponsor Levels	Empower \$12,500	Resilience \$10,000	Persistence \$5,000	Perseverance \$3,000	Endurance \$1,500
Emails to Membership	Title sponsor logo and feature story (Provided by Sponsor)	Logo and spotlight (Provided by Sponsor)	Logo (Provided by Sponsor)	Logo (Provided by Sponsor)	Listing
Web Presence on TX TRIO Website	Hot-linked Logo (Provided by Sponsor)	Hot-linked Logo (Provided by Sponsor)	Logo (Provided by Sponsor)	Logo (Provided by Sponsor)	Listing
Social Media Presence	Weekly sponsor recognized posts 5 weeks prior to the event	Weekly sponsor recognized posts 4 weeks prior to the event	Weekly sponsor recognized posts 3 weeks prior to the event	One sponsor recognized posts 1 week prior to and during the event	One sponsor recognized post during the event
Conference Program Advertising	Full-page color Ad inside program cover	Full-page color Ad in the inside of the back program cover	Full-page color Ad in program	Full-page color Ad in program	Full-page color Ad in program
Bag Information	Sponsor information in conference bags	Sponsor information in conference bags	Sponsor information in conference bags	Sponsor information in conference bags	Sponsor information in conference bags
Recognition During Live Programming	Recognition at Signature TRIO Achiever Event	Recognition and 10 minute Presentation at the Signature Oscar Hernandez Service Awards Event	Recognition at President's Reception	N/A	N/A
Tickets to Signature Events	Premium seating at one signature event for 8 guests and 2 tickets for each plenary	Premium seating at one signature event for 4 guests and 2 tickets for each plenary	2 tickets for each plenary	1 ticket for each plenary	N/A
Signature Event Spotlight	Sponsor banner plus projected logo on screens between sessions	Projected logo on screens between sessions	N/A	N/A	N/A
Vendor Booth with Pop-Up Space	Booth with Premier Placement	Booth with Premier Placement	Vendor Booth Included	Vendor Booth Included	Vendor Booth Included
Concurrent Session	Concurrent Session on Monday Session Block	Concurrent Session on Tuesday Session Block	N/A	N/A	N/A

Other Sponsorship and Advertising Opportunities

Conference Concurrent Session \$2,000	Four conference sessions are available on Monday & Tuesday session blocks. We also encourage your session to include a Texas TRIO member who is currently using your product/services.
Standard Exhibitor \$750	Vendor Table
Standard Exhibitor with space for Pop-up \$1,000	Listing on social media
	Listing in conference program and Full-Page Ad in Conference Program

A La Carte "Swag Sponsorship"/In-Kind Donations

(Exhibitor Table Not Included)

Lanyards (\$1,000)	TRIO Achiever Awards* (\$1,000)
Conference Banners/Signage (\$1,000)	Membership Service Awards (\$1,500)
Vendor Snack Break (\$2,000)	Alumni Reception (\$2,000)

Special!

New Professionals Reception (\$7,000)

Includes all items under Persistence Sponsorship plus a 15 minute presentation during the New Professionals Reception

*TRIO Achiever Award sponsors will be acknowledge by the association; however, this does not include naming privileges for the actual awards.

Conference Program Ads

Opportunities for purchasing ads only in the conference program are available as follows: TX TRIO Accepts ad art and copies via the following formats:

- Adobe Illustrator (.eps),
- High-resolution images (.jpg or .png),
- Portable Document Format (.pdf), or
- Microsoft Word (.doc)

The deadline for submitting an Ad is January 19, 2024. Email Ad to Priselda Perez at pperez@gc.edu. Physical and digital programs are sized at 8.5 inches x 11 inches. All digital ads will be presented in color format.

Ad Pricing

- Full-Page Program Advertisement, (7.5" x 10"), \$150.00
- Half-Page Program Advertisement, (7.5" x 4.7"), \$100.00
- Quarter-Page Program Advertisement, (3.75" x 5"), \$75.00

Exhibitor/Ad Registration Form

You may complete the form/payment electronically at <https://txtrio.wildapricot.org/event-5488486>



Company Name, as it should appear during and in the program

Contact Name, as it should appear in the program

Address State Zip Code

Telephone Company Website

Contact Email

Facebook Handle Instagram Handle LinkedIn Handle

Exhibitor/Ad	Cost
Exhibitor (\$750)	
Exhibitor with Pop-up (\$1,000)	
Full-Page Ad (\$150)	
Half-Page Ad (\$100)	
Quarter Page Ad (\$75)	
Total Amount Due:	

Total Due _____ Payment Method: Master Card, Visa, American Express

Cardholder Name

Card Number Expiration Date 3-Digit Security Code

Please submit completed exhibition agreement forms and payment before January 19, 2024 date. For inclusion in the conference program the deadline is January 19, 2024. You may complete this form online via Texas TRIO website or submit via email to Priselda Perez at pperez@gc.edu. Upon receipt of sponsorship payment, your company will be assigned a designated sponsorship facilitator to coordinate company/organization logistics such as: logos, social media handles, social media guided posts, etc.

Sponsorship Agreement Form

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<https://txtrio.wildapricot.org/event-5488486>



Company Name, as it should appear during and in the program

Contact Name, as it should appear in the program

Address

State

Zip Code

Telephone

Company Website

Contact Email

Facebook Handle

Instagram Handle

LinkedIn Handle

Sponsorship Levels		Cost/Value
Empower Level		
Resilience Level		
Persistence Level		
Perseverance Level		
Endurance Level		
Other	Item:	
	Item:	
A La Carte "Swag"/In-Kind Donation	Item:	
	Item:	
Total Amount Due:		

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Sponsorship Witness

In witness whereof, the above sponsor/exhibitor/vendor, has caused this application to be executed individually or by an office, agent or representative duly authorized to execute the same and agrees on behalf of the Sponsor to abide by all terms and conditions as stated within this sponsorship prospectus.

Signature Witness

Name and Title

Reimagining
the Future of TRIO

Thank you for your support of first-generation, low-income, disabled and veteran students of Texas!



T e x a s
TRIO
A s s o c i a t i o n

2023-2024
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Valton Stinson

Secretary
Gabriela Zepeda

**Immediate
Past-President**
Fidel Zapata

**North Zone
Representative**
Gayla Herrington

President Elect
Petra Lopez-Vaquera

**South Zone
Representative**
Jasper Ross

Treasurer
Kimberly Crockett

**Texas TRIO 51st
Annual Conference Committee**

Conference Chair
Fidel Zapata

Exhibitor/Sponsorship Chair
Dr. Jennifer Luken Sutton

Exhibitor/Sponsorship Co-Chair
Priselda Perez



TEXAS TRIO FACT BOOK

Texas TRIO Association Address: 1225 W. Mitchell St.
University of Texas at Arlington,
Box 19356

Arlington, Texas 76019
Phone: 817.272.2633 | Fax: 817.272.2616