



# 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	<b>HFC Conference Ad Only</b>
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 3<sup>RD</sup>, MAY 1<sup>ST</sup>, AUGUST 3<sup>RD</sup> & NOVEMBER 2<sup>ND</sup>**  
**ADS FOR CONFERENCE PROGRAM DUE AUGUST 3<sup>RD</sup>**

**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 [TALHFA Membership Website](https://www.talhfa.org/membership) to pay safely and quickly via PayPal using major credit and debit cards.

Email your ad to: [Jeanne@TALHFA.org](mailto: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



	<b>TALHFA Talk ONLY</b> 4 issues/year Circulation = 500+	<b>Conference Sponsor ONLY</b>	<b>BEST VALUE!</b> <b>Combination</b> <b>\$500 discount</b>
<b>4 Key Supporter</b>	<p>\$ 2,200      \$550/issue</p> <p>Full Page Ad - Full Color</p> <div style="display: flex; align-items: center; justify-content: center;"> <div style="border: 1px solid black; width: 60px; height: 60px; margin-right: 10px;"></div> <span>or</span> <div style="border: 1px solid black; width: 60px; height: 60px; margin-left: 10px;"></div> </div> <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"> <li>Major Event Sponsor</li> <li>Name and logo on event bag or other promotional item</li> <li>Exhibit Booth</li> <li>Signage</li> <li>Full Page Color Program Ad</li> <li>Website Recognition &amp; Link</li> <li>4 <b>Free</b> Registrations! (\$1960+ value)</li> </ul>	<p>\$ 9,600</p>
<b>3 Key Supporter</b>	<p>\$ 1,900      \$475/issue</p> <p>2/3 Page Ad - Full Color</p> <div style="display: flex; align-items: center; justify-content: center;"> <div style="border: 1px solid black; width: 60px; height: 60px; margin-right: 10px;"></div> <div> <p>Horizontal <u>ONLY</u></p> <p>No Bleed: 7.5"w x 6.6"h</p> <p>With Bleed: 8.75"w x 7.75"h</p> </div> </div>	<p>\$ 6,400</p> <ul style="list-style-type: none"> <li>Event Sponsor</li> <li>Exhibit Booth</li> <li>Signage</li> <li>Full-Color 2/3 Page Program Ad</li> <li>Website Recognition &amp; Link</li> <li>3 <b>Free</b> Registrations (\$1470+ value)</li> </ul>	<p>\$ 7,800</p>
<b>2 Key Supporter</b>	<p>\$ 1,600      \$400/issue</p> <p>1/2 Page Ad - Full Color</p> <div style="display: flex; align-items: center; justify-content: center;"> <div style="border: 1px solid black; width: 60px; height: 60px; margin-right: 10px;"></div> <div> <p>Horizontal <u>ONLY</u></p> <p>No Bleed: 7.5"w x 5"h</p> <p>With Bleed: 8.75"w x 5.5"h</p> </div> </div>	<p>\$ 4,750</p> <ul style="list-style-type: none"> <li>Event Sponsor</li> <li>Exhibit Booth</li> <li>Signage</li> <li>Full-Color 1/2 Page Program Ad</li> <li>Website Recognition &amp; Link</li> <li>2 <b>Free</b> Registrations (\$980+ value)</li> </ul>	<p>\$ 5,850</p>
<b>1 Key Supporter</b>	<p>\$ 1,300      \$325/issue</p> <p>1/3 Page Ad - Full Color</p> <div style="display: flex; align-items: center; justify-content: center;"> <div style="border: 1px solid black; width: 60px; height: 60px; margin-right: 10px;"></div> <div> <p>Horizontal <u>ONLY</u></p> <p>No Bleed: 7.5"w x 3.35"h</p> <p>With Bleed: 8.75"w x 3.75"h</p> </div> </div>	<p>\$ 3,100</p> <ul style="list-style-type: none"> <li>Signage</li> <li>Full-Color 1/3 Page Program Ad</li> <li>Website Recognition &amp; Link</li> <li>1 <b>Free</b> Registration (\$490+ value)</li> </ul>	<p>\$ 3,900</p>

### \$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](mailto:Jeanne@TALHFA.org).