



# Texas Association of Local Housing Finance Agencies

## 2021 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 2021 TALHFA Supporter Level followed by your Key Level below:**

Select Your Key Level

Supporter Level	Four Keys	Three Keys	Two Keys	One Key	Conference Booth Only
TALHFA Talk Only	\$2,200	\$1,900	\$1,600	\$1,300	<input type="checkbox"/> \$950
Conference Only	\$7,900	\$6,400	\$4,750	\$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>	<u>(\$500)</u>	<u>(\$500)</u>	<u>(\$500)</u>	<u>(\$500)</u>	
<b>Combination BEST VALUE!</b>	<b>\$9,600</b>	<b>\$7,800</b>	<b>\$5,850</b>	<b>\$3,900</b>	

Select 1 of 3 options

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

**ADS FOR 2021 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:** (select one)

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



Credit Card Amount: \$ \_\_\_\_\_

Go to [TALHFA Membership Website](#) 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  
 Download our W-9 [HERE](#)

**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 2021, 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 _____



2021

# 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="text-align: center;">  <p>With Bleed: 8.75" w x 11.25" h</p> </div> <div style="margin: 0 10px;">or</div> <div style="text-align: center;">  <p>No Bleed: 7.5" w x 10" h</p> </div> </div>	<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="text-align: center;">  <p>With Bleed: 8.75" w x 7.75" h</p> </div> <div style="margin: 0 10px;">Horizontal <u>ONLY</u></div> <div style="text-align: center;"> <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="text-align: center;">  <p>With Bleed: 8.75" w x 5.5" h</p> </div> <div style="margin: 0 10px;">Horizontal <u>ONLY</u></div> <div style="text-align: center;"> <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="text-align: center;">  <p>With Bleed: 8.75" w x 3.75" h</p> </div> <div style="margin: 0 10px;">Horizontal <u>ONLY</u></div> <div style="text-align: center;"> <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).

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