



# EDUCATION PARTNER

## MARKETING OPPORTUNITIES

### WHY SPONSOR

- 6000+ PARTICIPANTS FROM ACROSS THE STATE.
- RECOGNITION, PROMOTION AND EXPOSURE TO YOUR DIRECT AUDIENCE.
- FOCUSED EVENT OPPORTUNITIES.
- NETWORKING OPPORTUNITIES WITH INCREASED SOCIAL MEDIA PRESENCE.

### COMMUNICATION BRANDING:

THREE MONTH ADS W/HYPERLINK IN A DAILY NEWSCLIPS	\$1050
FULL PAGE AD IN ANY OF THE QUARTERLY TAN ISSUES	\$900
FULL PAGE AD IN THE ANNUAL PRINTED VERSION OF TAN	\$1200
½ PAGE AD IN ANY OF THE QUARTERLY TAN ISSUES	\$550
½ PAGE AD IN THE ANNUAL PRINTED TAN	\$700
TWO-PAGE SPREAD (ONE COLOR)	\$2000
TWO-PAGE SPREAD (FULL COLOR)	\$2500

### WEBSITE ADVERTISING:

HOMEPAGE BANNER:	\$750/M
SECTION PAGE BANNER:	\$150/M
E-BLAST (6000 RECIPIENTS):	\$300/M
ON-DEMAND LIBRARY BANNER:	\$500/Y

**PARTNERING WITH TAAO  
TO MARKET YOUR  
BUSINESS IS A WIN, WIN!**

# SPONSORSHIP OPPORTUNITIES



## PLATINUM

- Your Logo in a 20"x 20" plaque
- 2 Staffers for 2 Classes
- Brand Exposure:
  - Logo on education webpage
  - Full page ad in all quarterly TAN Magazines
  - Flyer in education material
  - Recognition at the Annual Conference
  - Three month NewsClips with hyperlink
  - OnDemand banner
- One minute infomercial (displayed during class)
- Handheld calculators with logo for students
- Your marketing material for students (pencils, highlighter, notepads, etc. sent by you)

**\$7,500**

## GOLD

- Your Logo in a 10"x 10" plaque
- 2 Staffers for 1 Class
- Brand Exposure:
  - Logo on education webpage
  - Half page ad in all quarterly TAN Magazines
  - Flyer in education material
  - Recognition at the Annual Conference
  - Two month NewsClips with hyperlink
- Forty-five seconds infomercial (displayed during class)
- Your marketing material for students (pencils, highlighter, notepads, etc. sent by you)

**\$5,000**

## SILVER

- Your Logo in a 6"x 6" plaque
- 1 Staff for 1 Class
- Brand Exposure:
  - Logo on education webpage
  - Quarter page ad in all quarterly TAN Magazines
  - Flyer in education material
  - Recognition at the Annual Conference
  - One month NewsClips exposure with hyperlink
- Thirty seconds infomercial (displayed during class)
- Your marketing material for students (pencils, highlighter, notepads, etc. sent by you)

**\$5,000**

## BRONZE

- Logo displayed in partnership wall
- Brand Exposure:
  - Logo on education webpage
  - Flyer in education material
  - Recognition at the Annual Conference
- Your marketing material for students (pencils, highlighter, notepads, etc. sent by you)

**\$1,000**

When you partner with TAAO your brand will be on display on our Education Partners Wall for every class attendee to see. In addition, depending on the level of Sponsorship, your company will be able to send a staff member to one of our classes free of charge. Start your partnership now and help TAAO bring the best Education to Tax Professionals across the state of Texas. (All Sponsorship levels renewable yearly)