

# Sponsor Prospectus



**Andrea Godoy**  
Marketing and Meeting Coordinator  
andrea.godoy@cuc.org  
512.233.5788



**Texas Conference of Urban Counties**  
500 W. 13th Street, Austin, TX 78701  
cuc.org/austin2021  
512.476.6174

**H**elp support Texas Conference of Urban Counties as a corporate underwriter of our annual conference on March 3-5, 2021 in Austin, TX. This is our most popular member event of the year, and draws county leaders from the urban areas throughout Texas.



# Benefits

## Company Representative Registration

Registered sponsor representatives are welcome to fully participate in all aspects of the conference. We ask that each representative planning to attend the conference register separately with the Urban Counties at our conference website <https://cuc.org/austin2021> or by email to [andrea.godoy@cuc.org](mailto:andrea.godoy@cuc.org). Each sponsoring company will receive one complimentary registration and the opportunity to register additional company representatives.

## Conference Program Materials

Each sponsoring company may submit an educational article of up to 1,000 words for inclusion in the digital conference program, and may be on any topic you feel is of interest to urban county officials. As a non-profit, Urban Counties must be cognizant of the distinction between sponsorship revenue versus advertising revenue, and sponsors' articles must not be deemed advertising.

We will also use your company logo to recognize your sponsorship throughout the conference on digital conference program and our mobile app. Please note that due to production deadlines, items received after **February 1, 2021** may not be included in the program.

## Display Tables

Sponsoring companies have the option to have an 6' rectangular exhibit table set up in the pre-function space outside the main conference session rooms. Tables may be used to display materials such as company information or promotional items. This is optional and tables do not need to be staffed.

## Opportunities to Address Conference Attendees

All conference activities are equally underwritten by all 10 sponsors. Each sponsoring company will be recognized during one conference session. At the beginning of the designated session, a representative of your choice will have the opportunity to address the group on behalf of your company for about 5 minutes. Speakers and sessions are subject to change.

# Location & Agenda



## Location

Sheraton Austin Hotel at the Capitol  
701 E 11th St.,  
Austin, TX 78701

## Hotel Details

The Sheraton Austin Hotel at the Capitol will again host our legislative, policy and technology conference and will begin accepting reservations under the Urban Counties conference room block beginning in January. Conference participants must make their own hotel reservations by contacting the hotel, or by using the reservation link at our conference website <https://cuc.org/austin2021>. Sponsors will be contacted as soon as the reservation link is available. Please note that any reservations made prior to September may not be eligible for the conference rate. Once the room block is available, attendees are encouraged to book prior to Friday, February 26, 2021.

## Tentative Agenda

A draft agenda is below for travel planning purposes. Times are subject to change. A complete agenda will be released a few weeks prior to the conference. Please note hospitality suites and other events are not allowed during scheduled conference functions.

### Wednesday, March 3, 2021

11:30am - 6:00 pm	Registration Open
11:00am - 12:30pm	Optional Outing
1:30pm - 3:30pm	Optional Outing
5:00pm - 6:00pm	Welcome Reception
6:00pm - 8:00pm	Dinner and Keynote Session

### Thursday, March 4, 2021

7:30am - 8:30am	Breakfast
8:30am - 11:00am	Educational Sessions
12:30pm - 2:00pm	Urban Counties Membership Luncheon
2:00pm - 5:00pm	Educational Sessions
5:00pm - 6:00pm	Sponsors' Happy Hour Reception
6:00pm	Dinner on Your Own

### Friday, March 5, 2021

7:30am - 8:30am	Breakfast
8:30am - 11:00am	Educational Sessions
11:00am - 11:30am	Long Break for Check-Out
11:30am - 12:30pm	Round Tables
12:30pm	Conference Adjourn

# Sponsorship Fee



## Conference Sponsorship Fee - \$6,000

This exclusive sponsorship opportunity is available to a maximum of ten (10) sponsors. All sponsors are entitled to the following benefits:

- An unparalleled opportunity to network with elected county officials from across Texas. Sponsors are invited to join attendees during all conference sessions and events.
- Recognition during a segment of the conference where your company representative may briefly address conference attendees. **Sponsors will have the option to select their preferred session in the order in which payment is received.**
- Sponsoring companies will also be acknowledged during the Sponsors' Happy Hour Reception. Sponsors are invited to participate in this exclusive opportunity to mingle with urban county officials, state legislators, and key staff over appetizers and drinks.
- The opportunity to submit an article on a relevant urban county topic for inclusion in the digital conference program.
- Promotion and logo recognition throughout conference materials.
- The option to register multiple representatives who may participate in all conference activities, in addition to one complimentary registration included with your sponsorship.
- The option to have a 6' table set up in the pre-function space outside the conference session rooms.

## About Urban Counties

The Texas Conference of Urban Counties is an association of 34 of Texas' most populous counties. The Urban Counties members represent roughly 80 percent of the population of the state of Texas. Harris, Dallas, Tarrant, Bexar, Travis and El Paso Counties formed the Urban Counties in 1975. While we focus predominately on affecting state policy and communicating state policy developments to our member counties, we began providing continuing education opportunities for our members in 1996. The Urban Counties Education and Policy Conference is an annual event.

To confirm your place at our 2021 annual conference, please contact Andrea Godoy by phone at 512.233.5788 or by email at [andrea.godoy@cuc.org](mailto:andrea.godoy@cuc.org).