



TEXAS ASSOCIATION FOR THE  
**GIFTED & TALENTED**



# **PARTNER WITH TAGT**

*Year-Round Visibility, Meaningful  
Engagement, and Mission-Aligned  
Opportunities in Gifted Education*



ANNUAL PARTNERSHIP, CONFERENCE SPONSORSHIP, EXHIBITION,  
EDUCATION PROGRAM SUPPORT, AND ADVERTISING OPPORTUNITIES

# WHY PARTNER WITH TAGT

Reach the educators and leaders shaping gifted education across Texas.

The Texas Association for the Gifted & Talented (TAGT) connects gifted education professionals through conferences, leadership development, research-based learning, digital resources, and year-round professional community.

When you partner with TAGT, you gain more than logo placement. You gain meaningful visibility with educators, coordinators, administrators, and leaders who are actively looking for tools, training, services, and ideas that help them strengthen gifted education programs across the state.



**1,400+**  
MEMBERS

**65%**

Specialists/  
Classroom  
Teachers

**25%**

District/  
Campus  
Administrators

**10%**

Consultants,  
University,  
Parents

Chartered in 1978, TAGT is the nation's largest state advocacy group of its kind.



*The conferences and events that TAGT conducts each year are extremely well organized and attended. They each provide excellent opportunities for its sponsors to have enhanced access to decision-making attendees from all across Texas.*



## TAGT'S MISSION

Connect and empower educators to meet the unique needs of a diverse gifted and talented community.



# HOW YOU'LL ENGAGE

TAGT's conferences and programs bring together the people who influence gifted education practice, professional learning, classroom resources, program design, and district-level decisions.

## Key Engagement Opportunities

### ANNUAL PARTNERSHIPS

PAGE 4

TAGT annual partnerships offer organizations a year-round way to connect with the gifted education community in Texas. Partners receive ongoing visibility through TAGT communications, digital channels, conferences, events, and select professional learning opportunities. Partnership levels are designed to support a range of goals, from building brand awareness to deepening engagement with educators and leaders across the state.



### giftED ANNUAL CONFERENCE

PAGE 6

TAGT's largest annual gathering, with **1,200+ attendees** from Texas and beyond. Attendees include specialists, classroom teachers, district and campus administrators, consultants, university representatives, and advocates.

### TAGT LEADERSHIP CONFERENCE

PAGE 6

An intimate, high-value event for approximately **250 district and campus decision makers**, with **95%** of attendees identified as district/campus administrators.

### YEAR-ROUND TAGT PROGRAMMING

PAGE 8

TAGT's weekly newsletter *Pulse*, online resource platform TEMPO+, webinars, leadership programs, boot camps, awards, G/T Awareness Week, and other professional learning opportunities provide additional ways to stay visible beyond events.

“

*The opportunities afforded to my organization by being a TAGT Sponsor have been invaluable. The TAGT organization works hard to offer its sponsors networking, conference exposure, and statewide visibility exclusive to sponsors and have really helped our efforts in Texas.*

”

TAGT partners benefit from being associated with a respected, mission-driven organization, demonstrating their commitment to advancing educational excellence and ensuring gifted learners have the resources they need to thrive.

- Conferences
- Webinars
- Podcast
- Emerging Leaders Program
- G/T Coordinator Bootcamp
- Annual Awards
- TEMPO+

- Website ad placements
- *Pulse* (weekly e-newsletter)
- G/T Awareness Week
- The Forum for Advanced Leadership
- Enrichment Listings
- And so much more!

# ANNUAL PARTNERSHIP LEVELS

Choose your annual partnership level. Then customize your visibility.

TAGT annual partners receive year-round recognition plus access to conference, education, and advertising opportunities that can be tailored to your goals.

LEVEL	INVESTMENT	BEST FOR
CHAMPION OF GIFTED EDUCATION	\$15,000+	Organizations seeking maximum year-round visibility, thought leadership, and conference engagement
ADVOCATE OF GIFTED EDUCATION	\$10,000-\$14,999	Organizations prioritizing strong conference presence and sustained digital visibility
FRIEND OF GIFTED EDUCATION	\$7,500-\$9,999	Organizations building awareness with TAGT's statewide community
SUPPORTER OF GIFTED EDUCATION	\$5,000-\$7,499	Organizations looking for an accessible annual partnership entry point

### All annual partners receive:

- Exclusive opportunities tied to giftedED and the Leadership Conference
- Recognition in TAGT communication outlets
- Logo and link placement on the TAGT homepage
- Listing in the online TAGT Partner Marketplace
- Event recognition where applicable
- A social media recognition post
- TEMPO+ homepage ad visibility
- Non-exclusive rights to use the TAGT name and logo in connection with the partnership
- **Plus:** Flex funds to customize your visibility

### Ready to partner?

Reach out to Sheryl Powell, TAGT Education & Partnerships Manager, at [spowell@txgifted.org](mailto:spowell@txgifted.org)

### How Flex Funds work:

Each annual partner receives a set amount of Flex Funds to apply toward eligible conference sponsorships, education opportunities, and advertising placements listed on pages 6-8. Flex Funds allow you to customize your partnership based on your visibility and engagement goals.

[LEARN MORE ON PAGE 5](#)



# ANNUAL PARTNERSHIP BENEFITS

Annual partnerships include year-round recognition and visibility across TAGT communication channels, digital platforms, and professional learning touchpoints (see p. 4). The benefits matrix below outlines the conference-specific opportunities included at each partnership level, helping partners compare visibility, access, and engagement options at TAGT’s signature events.

	CHAMPION OF GIFTED EDUCATION	ADVOCATE OF GIFTED EDUCATION	FRIEND OF GIFTED EDUCATION	SUPPORTER OF GIFTED EDUCATION
	\$15,000+	\$10,000-\$14,999	\$7,500-\$9,999	\$5,000-\$7,499
<b>giftED ANNUAL CONFERENCE &amp; LEADERSHIP CONFERENCE BENEFITS</b>				
EXHIBIT TABLE(S)	Two exhibit tables with prime placement	One exhibit table with prime placement	One exhibit table in partner section	One exhibit table in partner section
REGISTRATIONS	4 full registrations for booth personnel + 2 complimentary registrations for clients or additional company personnel	2 full registrations for booth personnel	2 full registrations for booth personnel	2 full registrations for booth personnel
PRESIDENT'S RECEPTION	Included for all booth personnel (giftED only)	Included for all booth personnel (giftED only)	Included for all booth personnel (giftED only)	Included for all booth personnel (giftED only)
BREAKOUT SESSION	One			
PROGRAM AD	Full-page (giftED only)	Half-page (giftED only)		
GAMIFICATION	✔	✔	✔	✔
ATTENDEE MARKETING LIST	✔	✔	✔	✔
ATTENDEE EMAIL BANNER AD	In two attendee emails	In one attendee email		
PARTNER SPOTLIGHT EMAIL	✔	✔	✔	✔
MASTERMIND SESSION SLIDE	Two MasterMind Sessions and giftED Kickoff	Two MasterMind Sessions	One MasterMind Session	
<b>FLEX FUNDS</b>				
	Select up to \$7,500 in conference sponsorship, education, and advertising opportunities	Select up to \$5,000 in conference sponsorship, education, and advertising opportunities	Select up to \$3,500 in conference sponsorship, education, and advertising opportunities	Select up to \$2,500 in conference sponsorship, education, and advertising opportunities

**BROWSE FLEX FUND OPPORTUNITIES ON PAGES 6-8**

*Blank cells indicate benefits not included at that partnership level. Some opportunities may be available separately or through Flex Funds where eligible.*

# CONFERENCE SPONSORSHIP OPPORTUNITIES

TAGT's signature conferences offer meaningful opportunities to connect with gifted education professionals at key moments throughout the year.

The **giftED Annual Conference**, held each December, brings together TAGT's largest audience of educators, specialists, administrators, and advocates, while the **TAGT Leadership Conference**, held each spring, provides focused access to district and campus decision makers.

Conference sponsorships help partners build visibility, support high-value learning experiences, and engage attendees in settings designed for connection, conversation, and practical professional growth.

Opportunities are available as Annual Partnership Flex Fund add-ons or à la carte.



**1,200+**  
ATTENDEES



**250+**  
DECISION MAKERS

## High-Visibility Branding

**LANYARDS (EXCLUSIVE) | \$5,000 (giftED) | \$3,000 (Leadership)**

Put your brand directly in attendees' hands from the moment they check in. As the exclusive lanyard sponsor, your logo travels with every participant throughout the entire event.

**CONFERENCE APP (EXCLUSIVE) | \$5,000 (giftED) | \$2,500 (Leadership)**

Stay in attendees' pockets throughout the conference with prominent visibility in the event app. This sponsorship connects your brand to schedules, updates, session details, and the digital hub attendees use daily. Includes logo and/or banner in the conference app as well as one push notification to drive attendees to your booth.

**NAME BADGES (EXCLUSIVE) | \$5,000 (giftED only)**

Make a lasting first impression with branding on one of the most visible conference essentials. Your logo will be seen repeatedly as attendees network, attend sessions, and move throughout the event.

**PROGRAM BOOKLET (EXCLUSIVE) | \$5,000 (giftED only)**

Gain premium visibility in the printed guide attendees rely on for event details. This exclusive sponsorship keeps your brand front and center throughout the attendee experience and includes a full-page ad on the inside front cover.

**LOOKING FOR EXHIBIT SPACE OPPORTUNITIES? SEE PAGE 9**

## CONFERENCE SPONSORSHIP OPPORTUNITIES, CONTD.

### Signature Moments

#### giftED KICKOFF (EXCLUSIVE) | \$4,000 (giftED only)

Start the conference with maximum visibility by sponsoring the opening kickoff. Your brand will be associated with the energy, excitement, and shared purpose that sets the tone for giftED. Includes opportunity to provide brief 2- to 3-minute remarks and introduce session speakers.

#### MASTERMIND SESSION (EXCLUSIVE) | \$4,000 (giftED) | \$3,000 (Leadership)

Showcase your support for deeper dialogue, innovation, and shared expertise. This sponsorship places your brand alongside a highly interactive experience designed to spark ideas and connections. Includes opportunity to provide brief 2- to 3-minute remarks and introduce the session speakers.

#### TRIVIA NIGHT (EXCLUSIVE) | \$2,500 (giftED only)

Put your brand at the center of one of the conference's most fun and memorable social events. This exclusive sponsorship creates a lively, positive association with attendee engagement and community-building. Opportunity to welcome attendees and place company swag in the room.

### Learning & Engagement

#### BREAKOUT ROOM HOST | \$3,000 (giftED) | \$2,000 (Leadership)

Create a welcoming branded presence in one of the conference's learning spaces as a supporter of the conversations, insights, and connections happening throughout the event. Opportunity to brand room with company swag.

#### BREAKOUT SESSION | \$2,500 (giftED) | \$2,500 (Leadership)

Align your brand with timely, relevant learning by sponsoring a focused breakout session. This opportunity connects your organization with attendees who are actively engaged in professional growth and practical takeaways. **Exclusive to Advocate Level (one per organization at each event).**

#### FOCUSED SHOWCASE ROOM | \$1,500 per day (giftED only)

Use this opportunity to move beyond a quick exhibit space conversation and engage prospects, clients, and partners in a more focused environment. Exhibitors can showcase solutions in greater detail, answer questions, host thought-leadership content, and build stronger relationships with qualified attendees.

#### IGNITE TALKS | \$1,000 (Leadership only)

Do you have an informative topic that you can present on in 5 minutes or less? An Ignite Talk is for you! These informal talks will be held in the general session room as attendees eat lunch, giving you a chance to connect with attendees on a topic you're passionate about.

#### SPEEDGEEKING (EXCLUSIVE) | \$1,500 per day (giftED only)

Support a fast-paced, high-energy learning format where attendees discover fresh ideas in quick, engaging rotations. Your brand will be tied to innovation, practical insights, and dynamic peer-to-peer learning. Opportunity to welcome attendees and brand room with swag.

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### Hospitality & Connection

#### COORDINATORS COFFEE (EXCLUSIVE) | \$1,500 (Leadership only)

Connect with coordinators in a relaxed, high-value networking setting and support meaningful conversation and relationship-building over a much-appreciated coffee break. Opportunity to welcome attendees and brand room.

#### BADGES & BITES (EXCLUSIVE) | \$2,000 (Leadership only)

Welcome attendees with a memorable check-in experience that pairs registration essentials with light refreshments.

#### NEWBEE ORIENTATION (EXCLUSIVE) | \$1,500 (giftED only)

Welcome first-time attendees and help them feel confident, connected, and ready to participate as a friendly guide and supporter of newcomers' conference experience. Opportunity to welcome attendees and brand room.

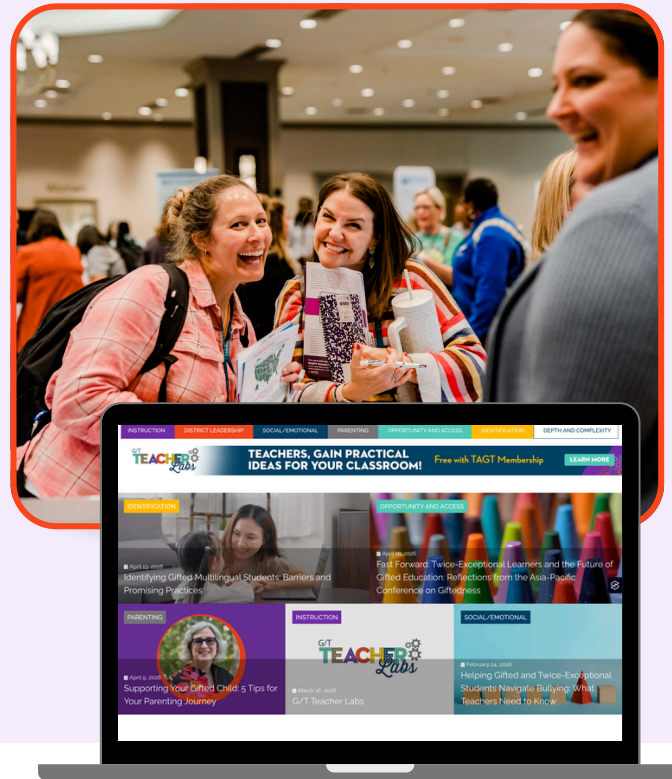
#### COFFEE BREAK | \$750 (giftED) | \$500 (Leadership)

Gain valuable visibility through this opportunity to recharge, connect, and continue the conversation.

# EDUCATION & DIGITAL OPPORTUNITIES

Stay visible year-round. TAGT offers education program sponsorships, digital advertising, and resource-based visibility opportunities that help organizations stay connected to the TAGT community throughout the year.

Opportunities are available as Annual Partnership Flex Fund add-ons or à la carte, providing flexible ways to build awareness, support professional learning, and reach gifted education professionals beyond TAGT's signature events.



## Education Opportunities

### GIFTED+ SERIES | \$6,000

Sponsor the virtual learning series for educators focused on identifying and serving underserved gifted populations through practical systems change, instructional rigor, and talent development.

### PARENT WEBINARS (FALL & SPRING) | \$6,000

Sponsor TAGT's parent webinars, which provide families and caregivers with accessible guidance and resources to better understand and support gifted learners.

### G/T TEACHER LABS | \$5,000

Sponsor the interactive webinar series for G/T educators featuring practical tools, ready-to-use strategies, and classroom-tested approaches they can apply right away.

### EMERGING LEADERS PROGRAM | \$5,000

Sponsor the yearlong professional development experience for district-level G/T coordinators in their first 3 years.

### G/T COORDINATOR BOOT CAMP | \$4,500

Sponsor the one-day virtual workshop that helps new and aspiring district G/T coordinators start the year with practical tools, strategies, resources, and community support.

## Advertising Opportunities

### TAGT CAMP/ENRICHMENT PROGRAM LISTING | \$150 (nonprofit) | \$300 (for profit)

Advertise your camp or enrichment program on TAGT's website. Listings are featured periodically in TAGT's e-newsletter and social media.

### PULSE E-NEWSLETTER ADVERTISEMENT | \$750 (one issue) | \$1,250 (two issues) | \$1,500 (three issues)

Place a banner ad in TAGT's e-newsletter, *Pulse*, sent to 10,000+ G/T educators, leaders, and advocates weekly.

### TEMPO+ ADVERTISEMENT | \$600 (3-month) | \$900 (6-month) | \$1,200 (9-month) | \$1,500 (12-month)

TEMPO+ is TAGT's peer-reviewed, research-based resource hub. Your rotating, linked ad will be displayed on the TEMPO+ homepage for the duration of your choice.

# CONFERENCE EXHIBIT SPACE

Exhibit space at giftED gives organizations direct access to TAGT’s largest annual audience of gifted education professionals. Exhibitors receive a 6-foot table in a high-traffic area, two complimentary exhibitor registrations, and digital visibility through the giftED app and website, creating a meaningful opportunity to connect with attendees, share solutions, and build relationships throughout the conference.

ORGANIZATION TYPE	BY SEPTEMBER 30	STARTING OCTOBER 1	ADDITIONAL EXHIBIT TABLE
FOR PROFIT	\$1,099	\$1,299	\$700
NONPROFIT	\$999	\$1,199	\$600

giftED26 will be held December 2-4 in Houston. Just seeking exhibit space? Reserve yours today at: [tagtconference.txgifted.org/exhibit](http://tagtconference.txgifted.org/exhibit)

## TAKE THE NEXT STEP

TAGT members are looking for practical solutions.

Our community is interested in tools, services, and ideas that help them identify gifted learners, strengthen instruction, support advanced programming, build leadership capacity, and connect with peers who understand the work.

## LET’S BUILD THE PARTNERSHIP RIGHT FOR YOUR GOALS

Whether you want year-round visibility, conference engagement, thought leadership, or a customized mix of opportunities, TAGT can help you connect with the gifted education professionals you want to reach.



### CONTACT THE TAGT TEAM

Sheryl Powell  
TAGT Education & Partnerships Manager  
[SPOWELL@TXGIFTED.ORG](mailto:SPOWELL@TXGIFTED.ORG)  
512.499.8248

Secure Your  
Partnership Online  
**[TXGIFTED.ORG/  
PARTNER-WITH-  
TAGT](http://TXGIFTED.ORG/PARTNER-WITH-TAGT)**