



## TLMI's 2020 Sponsorship Program with all **NEW** Opportunities

TLMI's Sponsorship Program is an unmatched way to maintain top-of-mind awareness among the decision makers throughout the organization. Please contact Kyle Baldwin (kyle.baldwin@tlmi.com) with any questions.

Sponsorship Level	<b>PLATINUM</b>	<b>GOLD</b>
Number of Sponsors	6	18
Cost	\$20,000	\$10,000
Logo for Marketing Use	•	•
Logo on Key Cards (Converter/Annual Meeting)	•	
Logo on Lanyards (Converter/Annual Meeting)	•	
Pop Up Banner and Screen Recognition (Committee/Converter/Annual Meeting)	•	•
Full Page Ad in Illuminators and Annual Review Program	•	
Logo Recognition in Annual Review Program		•
Sponsorship for the 2020 Annual Meeting Awards Dinner	•	
Golf Sponsorship at Converter/Annual Meeting (Signage/Golf Awards/Towel)	•	
Hole Sponsorship for Converter/Annual Meeting Golf Outing		•
Logo and Web Links on TLMI Website	•	•
Logo on TLMI eNewsletters	•	•
Recognition on Event Registration Sites	•	•
TLMI App Recognition for Annual Meeting	•	•
Logo on TLMI Meeting Giveaways (TBD)	•	
Pocket Program Recognition	Full Page	Half Page
Hospitality Sponsorship (Converter/Annual Meeting)		•
Social Media Campaign Recognition	•	•
Annual Meeting Tabletops	Double Table	Preferred Location

### **NEW SPONSORSHIP BENEFITS**

Logo on Napkins and Coffee Sleeves for Converter/Annual Meeting		•
LabelExpo Signage in TLMI Booth	•	•
LabelExpo TLMI Floor Map Recognition	•	•
2 Annual Meeting Registrations Included	•	

# Explanation of Benefits



## **Sponsorship Recognition Logos**

Sponsorship logos will be given to each sponsor dependent on sponsorship level. These logos can be used for marketing use and displayed on company web pages.

## **Logo on Key Cards at Meetings**

Exclusive to the Platinum Sponsors (6), TLMI will place the 6 sponsor logos on the key cards for the Converter and Annual Meeting.

## **Logo on Lanyards at Meetings**

Exclusive to the Platinum Sponsors (6), TLMI will provide each attendee a branded lanyard with Platinum Sponsor logos for the Converter and Annual Meeting.

## **Pop-Up Banner and Screen Recognition with Logos at Meeting(s)**

Sponsors will have a pop-up banner featuring company logos at the Committee, Converter, and Annual Meeting. Sponsors will also be displayed during intermissions of slide presentations at meetings.

## **Full Page Ad in TLMI Illuminators and Annual Review Program**

Platinum Sponsors will each get one full page in TLMI's Illuminator Magazine. Platinum Sponsors will also receive a full page ad in the Annual Review Program, TLMI's year end magazine featuring award winners and an overview of the previous year. Gold Sponsors will receive logo recognition in the Annual Review Program.

## **Annual Meeting Award Sponsorship**

Platinum Sponsors will be recognized during the Awards Dinner at the Annual Meeting and will be prominently featured on transition slides during the presentation.

## **Presenting Sponsor of Converter and Annual Meeting Golf Tournament**

Platinum Sponsors will each host a golf game trophy (longest drive, closest to pin, etc), will have signage on the course as well as their logo on TLMI golf towels.

## **Hole Sponsor of Converter and Annual Meeting Golf Tournament**

Gold Sponsors will each sponsor a hole at the Converter and Annual Meeting Golf Tournament.

## **Logo and Links on the TLMI Website**

Logos for all sponsors will be featured on the TLMI website as well as the Engage Member Portal.

## **Logo on TLMI eNewsletters for 2020**

TLMI will be releasing News and Notes to members on a monthly basis in 2020. Each eNewsletter will have all sponsor logos displayed at the bottom of each email.

## **Recognition on Meeting Registration Website**

All sponsors will have their logos displayed on the Converter and Annual Meeting event websites.

## **TLMI App Recognition for the Annual Meeting**

TLMI debuted the Annual Meeting app in 2019 with great success. The app will continue to evolve for 2020 and will feature all sponsors.

## **Logo on TLMI Meeting Giveaways (TBD)**

Per tradition, TLMI will give attendees giveaways during meetings. As each year's theme is different, giveaways have yet to be set for 2020. However, Platinum Sponsors will be featured on TLMI giveaways.

## **Recognition in the Pocket Programs for Meetings**

- Platinum Full Page Ad in all Meeting Programs
- Gold 1/2 Page Ad in all Meeting Programs

## **Converter and Annual Meeting Hospitality Sponsorship**

Signage and decor will feature Gold Sponsors during the Hospitality at both the Converter and Annual Meetings.

## **Annual Meeting Tabletops**

Premium locations are offered to all sponsors with Platinum Sponsors receiving a double tabletop. (Annual Meeting tabletop fees are included in 2020 supplier dues)

# New TLMI Sponsorship Benefits

## **Food and Beverage Sponsor-Logo on Napkins and Coffee Sleeves for Converter and Annual Meeting**

Gold Sponsors will now have expanded exposure during TLMI events with their logo displayed on napkins and coffee sleeves. Coffee sleeves will be out for use during daily events with napkins at nightly receptions/tabletops.

## **LabelExpo Signage in TLMI Booth**

TLMI is proud partners with Tarsus and LabelExpo. TLMI's booth will be front and center at the 2020 LabelExpo event and will feature signage built into the booth's design for both Platinum and Gold Sponsors.

## **LabelExpo TLMI Floor Map Recognition**

Back by popular demand, the TLMI Floor Map will be available at the TLMI booth to showcase members at the show. Platinum and Gold Sponsors will receive special recognition on the map to ensure maximum exposure.

## **Two Annual Meeting Registrations**

Platinum Sponsors will receive two complimentary Annual Meeting Registrations. (Annual Meeting tabletop fees are included in 2020 supplier dues)



**THANK YOU FOR YOUR  
CONTINUED SUPPORT!**