



2027 Sponsorship Opportunities

Texas Payroll Conference
Kalahari Resort
Round Rock, Texas
September 22–25, 2027

Connect with payroll professionals across Texas

The Texas Payroll Conference brings together payroll and human resources professionals to learn, exchange ideas, and connect with suppliers who support their work. Sponsorship offers your organization opportunities to introduce solutions, strengthen customer relationships, and engage with professionals working in payroll operations, taxation, auditing, outsourcing, global payroll, and technology.

The 2027 program offers six sponsorship levels and a range of individual opportunities. Select an opportunity that supports your goals, or work with TPC to develop a customized package. Each confirmed package includes the standard benefits of its approved sponsorship level and the recognition specified for the selected opportunity or opportunities.

Sponsorship levels

Level	Investment	Positioning
Diamond	\$25,000	Exclusive Conference Sponsor designation
Platinum	\$22,000–\$24,999	Major event sponsorship
Gold	\$9,000–\$21,999	Prominent attendee experiences and education
Silver	\$6,000–\$8,999	Services and attendee engagement
Bronze	\$4,000–\$5,999	Targeted activities and recognition
Chapter /Starter	Under \$4,000	Entry-level opportunities for payroll chapters and vendors

Sponsors may select a listed opportunity or a general sponsorship at the minimum investment for the desired level. Chapter/Starter pricing is determined by the selected opportunity; chapter-specific rates apply only to eligible payroll chapters where expressly indicated. For combined or custom packages, TPC will confirm in writing the qualifying sponsorship investment, sponsorship level, included benefits, and any separately payable production or resort charges.

Discuss your sponsorship

Sponsorship sales contacts: Donna Hoyer 972-953-8822 / or / Liv King 214-843-8533
donna@planitplanners.com | liv@planitplanners.com
exhibitor@txpayrollconference.org

Sponsorship availability, pricing, benefits, and deliverables are subject to confirmation by TPC and the terms of the signed sponsorship agreement.





2027 Sponsorship Benefits

Standard benefits are based on the sponsorship level confirmed by TPC. “Included” identifies an included benefit; a dash indicates that it is not included. “Eligible” identifies an opportunity coordinated with TPC under the conditions below. Registration and ticket quantities apply to each approved package.

Benefit	Diamond	Platinum	Gold	Silver	Bronze	Chapter/ Starter
Reserved table at awards celebration	Included	—	—	—	—	—
Reserved table at Friday evening event	Included	—	—	—	—	—
Exhibit Hall booth size (feet)	10 × 20	10 × 20	10 × 15	10 × 10	10 × 10	10 × 10
Complimentary full conference registrations	3	2	1	—	—	—
Complimentary one-day conference registrations	2	1	1	1	—	—
Sponsor-supplied conference bag insert	Included	Included	Included	—	—	—
Preconference attendee list for one use	Included	Included	Included	—	—	—
Complimentary Friday evening event tickets	6	4	2	1	—	—
Full conference registrations at a 50% discount	3	2	1	1	—	—
Advertisement in the digital program	Full page	Full page	Full page	Half page	Quarter page	—
Video and digital materials in the exhibitor portal	Included	Included	Included	—	—	—
Logo on welcome signage	Included	Included	Included	Included	Included	Included
Recognition from the podium	Included	Included	Included	Included	Included	Included
Postconference attendee list for one use	Included	Included	Included	Included	Included	Included
Recognition in the conference mobile app	Included	Included	Included	Included	Included	Included
Recognition on the TPC website	Included	Included	Included	Included	Included	Included
Recognition in the digital program	Included	Included	Included	Included	Included	Included
Featured recognition on the TPC website homepage	Included	—	—	—	—	—
Special attendee gift recognition	Included	—	—	—	—	—
Logo on conference marketing materials	Included	—	—	—	—	—
Logo on conference bag	Included	—	—	—	—	—
Brief remarks at the opening general session	Included	—	—	—	—	—
Demo room if space is available	Eligible	Eligible	Eligible	—	—	—
Speaking session engagement	Eligible	Eligible	Eligible	—	—	—

Booth sizes shown apply to sponsors participating as registered exhibitors. Sponsorship does not include the base exhibitor fee. Booth upgrades, staffing, availability, and assignments are governed by the exhibitor agreement. Reserved seating, opening remarks, and gift recognition require TPC coordination.

Attendee lists are subject to attendee consent, permitted data fields, and TPC’s attendee-list policy. Each list may be used once for a purpose and message approved in writing by TPC. Benefits are subject to production deadlines and platform availability.





Conference and Major Event Sponsorships

Opportunity	Investment	Sponsor Recognition
Conference Sponsor Diamond • Exclusive Designation	\$25,000	Leading sponsor recognition, conference bag logo placement, featured website homepage placement, and brief opening general session remarks, plus standard Diamond benefits.
Friday Evening Event Sponsor Platinum • Exclusive Designation	\$22,000	Exclusive Friday Evening Event sponsorship, with promotional and event signage recognition, a brief welcome coordinated with TPC, and standard Platinum benefits. One sponsor available.
Platinum Level Sponsorship	\$20,000	Customized sponsorship available.
Special Event Sponsor	Custom Investment	Sponsor an approved networking activity. The written proposal will specify the event format, resort services, production costs, sponsorship investment, recognition, qualifying level, and included benefits.

Gold Sponsorship Opportunities

Opportunity	Investment	Sponsor Recognition
Registration Welcome Center	\$15,000	Prominent sponsor branding at registration and on designated check-in materials.
Charging Station Lounge	\$12,500	Sponsor recognition on signage at a designated charging and networking area.
Relaxation Lounge	\$12,500	Sponsor recognition on signage at a designated quiet seating area for attendees.
Conference Lanyards	\$12,000	Sponsor logo on attendee lanyards, subject to artwork and production approval.
Payroll Learning Lab	\$12,000	Sponsor recognition supporting a scheduled hands-on educational workshop. TPC controls content and approves presenters.
Exhibit Hall Coffee Bar	\$11,000	Sponsor recognition at a designated coffee service in or near the Exhibit Hall.
Opening Keynote Speaker	\$10,500	Sponsor recognition before the opening keynote and on associated session signage.
Conference Photo Experience	\$10,000	Sponsorship branding on an approved photo backdrop or digital photo experience, as specified in the sponsorship agreement. The agreement will specify the format, operating hours, sponsor branding, and attendee deliverables.
Conference Breakfast	\$10,000	Recognition at one designated breakfast, with signage and a brief welcome coordinated by TPC.
Closing Keynote Speaker	\$9,500	Sponsor recognition before the closing keynote and on associated session signage.
Keynote Speaker	\$9,000	Sponsor recognition is associated with an additional keynote session designated by TPC and on associated session signage.
Networking Beverage Service “Spirit Drink” @ Reception	\$9,000	Sponsor recognition at a designated networking beverage service. Any alcoholic beverage service will be managed by the resort.
Attendee Scholarship Program	\$9,000	Recognition for helping eligible payroll professionals attend. TPC establishes eligibility, selects recipients, and confirms scholarship quantities and values.



Each listed Gold opportunity includes standard Gold benefits. Locations, electrical service, food and beverage service, photography, and event production require TPC and resort approval. The signed sponsorship agreement will specify applicable quantities, service periods, included costs, and any separately payable charges.

Silver Sponsorship Opportunities

Opportunity	Investment	Sponsor Recognition
Conference Wi-Fi	\$8,500	Sponsor recognition in connection instructions and on signage for designated conference Wi-Fi access, subject to resort approval.
Mobile App Featured Sponsor	\$8,500	Featured app placement and a specified number of TPC-approved sponsor announcements, subject to platform capabilities. Placements and quantities will be confirmed in the agreement.
Conference Notebooks	\$8,000	Sponsor logo on attendee notebooks, with quantities and production responsibilities confirmed in writing.
Hydration Stations	\$8,000	Sponsor recognition at designated water stations, subject to resort approval. Locations and service periods will be confirmed in the agreement.
Professional Headshots	\$7,500	Sponsor recognition at a scheduled professional headshot service. Service hours, capacity, and image delivery will be specified in the sponsorship agreement.
Music and Entertainment	\$7,500	Sponsor recognition associated with an entertainment segment designated by TPC.
Daily Conference Update	\$7,000	Sponsor recognition in TPC's daily attendee email highlighting schedules, reminders, and activities. TPC prepares and sends the email; the schedule and recognition will be confirmed in the agreement.
Hotel Keycards	\$7,000	Sponsor artwork on approved keycards issued to conference guests, subject to resort capability and production approval. Distribution and quantities will be confirmed in the sponsorship agreement.
Conference Pens	\$6,000	Branded pens distributed at registration or in attendee bags. Quantities, production responsibilities, and distribution will be confirmed in the agreement.



Bronze Sponsorship Opportunities

Opportunity	Investment	Sponsor Recognition
Attendee Scholarship Program – One Day	\$5,500	Recognition for helping eligible payroll professionals attend for a one-day conference entry. TPC establishes eligibility, selects recipients, and confirms scholarship quantities and values.
Thursday or Friday Lunch	\$5,500	Sponsor recognition at one designated Thursday or Friday lunch. The day, service, and recognition will be confirmed by TPC.
Welcome Packet	\$5,000	Sponsor recognition on welcome packet materials approved by TPC. Materials, quantities, and production responsibilities will be confirmed in the sponsorship agreement.
Breakout Session	\$5,000	Sponsor recognition associated with one educational breakout session designated by TPC.
Attendee Gift	\$4,500	Sponsor recognition on or accompanying a TPC-approved attendee gift. The item, quantities, production responsibilities, and branding will be confirmed in the sponsorship agreement.
Photo Booth	\$4,500	Sponsor branding at a scheduled photo booth experience. The agreement will distinguish its scope from the Conference Photo Experience and confirm the format, operating hours, and attendee deliverables. The agreement will specify the format, operating hours, sponsor branding, and attendee deliverables.
Volunteer Sponsor Exclusive designation	\$4,000	Sponsor recognition associated with the conference volunteer program. Recognition placements will be confirmed in the sponsorship agreement.
First-Time Attendee Sponsor Exclusive designation	\$4,000	Sponsor recognition at a designated welcome event or orientation for first-time attendees.

Chapter and Starter Sponsorship Opportunities

Opportunity	Investment	Sponsor Recognition
Door Prize	\$2,000	Sponsor recognition during a TPC-approved door prize drawing. The agreement will identify who supplies the prize and any applicable prize requirements. The \$2,000 investment includes the prize supplied by TPC.
Conference Signage and Decor	\$1,500	Sponsor recognition associated with designated conference signage or decor approved by TPC. Recognition placements will be confirmed in the sponsorship agreement.
Conference Bag Insert	\$1,000	Placement of one TPC-approved, sponsor-supplied insert in conference bags, subject to quantity requirements and delivery deadlines. Distribution will be confirmed by TPC.
Refreshment Break Four opportunities available, subject to TPC confirmation	Local chapter: \$500 Vendor: \$2,000	Sponsor recognition at one refreshment break designated by TPC. The date, time, location, and recognition will be confirmed in the sponsorship agreement.

Each approved sponsorship package includes one set of benefits for its confirmed sponsorship level, plus the recognition specified for its selected opportunities. Selecting multiple opportunities does not automatically multiply registration, ticket, advertising, attendee-list, or other level benefits. Any additional benefits must be confirmed in writing by TPC.





Sponsorship Planning and Confirmation

Reserve an opportunity

Contact Donna Hoyer or Liv King with your preferred sponsorship opportunity and an alternate choice. TPC will confirm availability, recognition, deliverables, and the applicable sponsorship level before issuing an agreement. An opportunity is reserved only when the requirements of the sponsorship agreement have been satisfied.

Coordinate resort services

TPC will coordinate locations, signage, equipment, food and beverage service, photography, and other onsite arrangements with Kalahari Resort. Any resort charges or production costs beyond the stated package must be disclosed, with responsibility for payment identified, and approved in writing by TPC and the sponsor before the expense is committed.

Reserved tables provide designated seating; admission follows the applicable registration and ticket benefits. Table capacity and seating arrangements will be confirmed by TPC. The agreement will identify the reference rate used for registrations discounted by 50%.

Demo rooms and speaking sessions

Gold, Platinum, and Diamond sponsors are eligible for a demo room if space is available and a speaking session engagement. TPC will coordinate room assignments, session scheduling, presenters, and topics. Room use, equipment, service arrangements, any additional charges, and speaking session details will be confirmed in the sponsorship agreement.

Prepare sponsor materials

TPC will provide submission deadlines and specifications for logos, advertisements, bag inserts, gifts, videos, and onsite materials. TPC must approve artwork before production. Sponsors are responsible for providing materials identified in the agreement as sponsor supplied. Materials received after the applicable deadline may be omitted from affected placements.

Conference bag logo placement is included at the Diamond level only. Diamond attendee gift recognition and the separate Attendee Gift sponsorship will be coordinated by TPC, with branding arrangements confirmed in the agreement.

Protect attendee information

Attendee lists may not be resold, shared, rented, or used for unrestricted marketing. Each list may be used once for the purpose and message approved by TPC, in accordance with TPC's attendee-list policy. Lists will contain only information TPC is authorized to share. Sponsors must obtain TPC's written approval of the proposed message before using list.

Preserve educational independence

TPC controls educational content, speaker selection, scheduling, and introductions. Keynote and breakout sponsorships provide recognition; they do not include speaking time or authorize sales presentations during educational sessions. Any demonstration or promotional presentation must be separately approved in writing by TPC and scheduled outside education sessions.



Customize your package

TPC may consider customized packages that combine educational sponsorships, networking activities, and attendee services. Each additional resort-based experience requires a written proposal specifying capacity, costs, staffing, scheduling, sponsor recognition, and responsibility for payment. The signed sponsorship agreement will state the approved investment, sponsorship level, benefits, deliverables, payment deadlines, cancellation terms, and substitution provisions.

Sponsorship Interest Form

Company or chapter name: _____

Contact name: _____

Contact title or role: _____

Mailing address: _____

Email: _____ Phone: _____

Preferred sponsorship opportunity: _____

Alternate sponsorship opportunity: _____

Desired sponsorship level, if known: _____

Estimated sponsorship budget (\$): _____

Sponsorship goals or customization requests: _____

Return the completed form to donna@planitplanners.com or liv@planitplanners.com. For questions, call 972-953-8822 or 214-843-8533.

Submission is an inquiry only and does not reserve an opportunity or create a binding agreement.

Sponsorship availability, pricing, benefits, and deliverables are subject to confirmation by TPC and the terms of a signed sponsorship agreement.