



SPONSORSHIPS

Many chapters and networks solicit local businesses to offer additional benefits to members in their area or to help underwrite the cost of events. This is a great way to keep the costs down at events while involving local businesses.

Chapters and networks must report any sponsors and the terms of the sponsorship to Texas Exes Staff. Texas Exes staff can help to review written contracts once a sponsorship is created.

What chapters/networks can offer to sponsors:

- Their company name can be listed on all of the chapter/network emails with a link to their website along with a sponsor logo
 - Include the number of people/emails this will touch
 - Include how many emails will be sent
- Their name and logo can be printed on any paper mailings to local alumni, if appropriate.
 - Include the number of addresses
- Their name and logo can be printed on any signage.
 - Indicate where the signage will be located and how many people will have access to the signage
 - Let them know at how many events will the sign(s) will be displayed
- Their name and logo can be used on in kind donations.
 - Make sure to use the Chapter/Network logo. (The general Texas Exes logo, Longhorn silhouette, or other UT protected marks cannot be used).
- Sponsorship credit can be published on the chapter/network website with a link to their website.
- Recognition with name and/or logo can be printed in *The Alcalde*, if the chapter/network is buying an ad.
 - Sent to approximately 93,000 Texas Exes members
- Recognition can be displayed on tables at the event and the event program, if appropriate.
- Sponsors can receive complimentary tickets to event(s), if appropriate.

What to avoid:

- Anything that could jeopardize the Texas Exes non-profit status. If you have a question, contact Texas Exes staff to help you find an answer.
- Sponsors that are a current Texas Exes [affinity sponsor](#). Let the Texas Exes Staff know if you are interested in securing one of these sponsorships. We may be able to assist you or suggest national or regional contacts to connect you with. We ask that you give any Texas Exes affinity sponsor the first right of refusal. If there is no agreement secured within 2 weeks, the chapter/network can seek other sponsors in those categories.
- Any hyperlink should just go to the sponsor's main website and not to a page where there is an endorsement of the sponsor's products by Texas Exes or the chapter/network.
- Avoid promoting sponsor activities that are not related to the chapter/network sponsorship agreement. Sponsors cannot use the chapter/network to advertise for the company unless it is related to their support of the chapter/network or the chapter/network is involved.

EVENTS AND THE ASSOCIATION OR OTHER CHAPTERS/NETWORKS

- Chapters and networks should avoid hosting events that directly compete with other association or chapter/network events.
- If a chapter/network is hosting an event on behalf of the Texas Exes (ex: away game tailgate), the Association will work with the group to ensure the event is marketed and will avoid producing or promoting competing events.