

# 2022 SPONSORSHIP PACKAGES







Since 2012, Turning Point USA has become a dominant force in the conservative movement and hosts the nation’s top events and conferences by organizing, training, and inspiring young conservatives.

Unlike anything seen before in the political, cultural, and social landscape, Turning Point USA’s events serve **TENS OF THOUSANDS** of conservative student activists in-person and **MILLIONS** online each year. TPUSA’s events and conferences provide meaningful networking, training, and mentorship opportunities that equip high school and college students, members of faith, and even parents with the tools they need to articulate conservative values on their campuses and in their communities.



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**JUNE 2<sup>ND</sup>-4<sup>TH</sup>**  
**DALLAS, TEXAS**

Young Women's Leadership Summit is held each summer in Dallas, TX. In 2021 we had over **2,500** of the most talented female youth activists. YWLS is the **LARGEST** gathering of young conservative women in America!

You **DO NOT** want to miss YWLS—reserve your spot now and join the **2,500+** America loving women for a celebration unlike anything else in the movement!



 PACKAGES	COPPER \$1,500	BRONZE \$4,500	SILVER \$10,000	GOLD \$25,000	PLATINUM \$50,000	ELITE PLATINUM \$100,000	DIAMOND \$250,000
LOGO IN PROGRAM, WEBSITE, MAIN STAGE, PULL-UP BANNER	★	★	★	★	★	★	★
SPONSORSHIP PASSES		2 GENERAL ADMISSION PASSES	3 GENERAL ADMISSION PASSES	4 GENERAL ADMISSION PASSES	4 VIP PASSES	10 VIP PASSES	15 VIP PASSES
EXHIBITOR BOOTH		10X10	10X10	10X10 PREMIER	10X10 PREMIER	10X20 PREMIER	10X20 PREMIER
EMAIL SENT TO ALL ATTENDEES			★	★	★	2 EMAIL BLASTS	2 EMAIL BLASTS
TEXT MESSAGE TO ALL ATTENDEES			★	★	★	★	★
SWAG BAG INSERT OR VIP LOUNGE FREEBIE			★	★	★	★	★
MAIN STAGE VIDEO (2 MIN.)				★	★	★	★
MAIN STAGE SPEAKING (5 MIN.)					★	★	30 MINUTES
FULL PAGE AD IN PROGRAM					★	★	★
ADVERTISING ON TPUSA LIVE					3 CONTRIBUTOR LIVE READS	6 CONTRIBUTOR LIVE READS	9 CONTRIBUTOR LIVE READS
CONTRIBUTOR BOOTH APPEARANCE					★	★	★
45-MINUTE BREAKOUT SESSION						★	★
COMPLIMENTARY HOTEL SUITE FOR EVENT							★
ELITE SPONSORSHIP BRANDING							★





## STUDENT ACTION SUMMIT

**JULY 22<sup>ND</sup>-24<sup>TH</sup>**

**TAMPA, FLORIDA**

Hosted each July in Tampa, FL, the Student Action Summit (SAS) is the nation's second largest gathering of young conservatives—hosting over **5,000** attendees in 2021. To-date, annual SAS events have seen more than **10,000** young conservatives.



SAS PACKAGES	COPPER \$1,500	BRONZE \$4,500	SILVER \$10,000	GOLD \$25,000	PLATINUM \$50,000	ELITE PLATINUM \$100,000	DIAMOND \$250,000
LOGO IN PROGRAM, WEBSITE, MAIN STAGE, PULL-UP BANNER	★	★	★	★	★	★	★
SPONSORSHIP PASSES		2 GENERAL ADMISSION PASSES	3 GENERAL ADMISSION PASSES	4 GENERAL ADMISSION PASSES	4 VIP PASSES	10 VIP PASSES	15 VIP PASSES
EXHIBITOR BOOTH		10X10	10X10 OR 10X20	10X20 PREMIER	10X20 PREMIER	10X20 PREMIER	10X20 PREMIER
EMAIL SENT TO ALL ATTENDEES			★	★	★	2 EMAIL BLASTS	2 EMAIL BLASTS
TEXT MESSAGE TO ALL ATTENDEES			★	★	★	★	★
SWAG BAG INSERT OR VIP LOUNGE FREEBIE			★	★	★	★	★
MAIN STAGE VIDEO (2 MIN.)				★	★	★	★
MAIN STAGE SPEAKING (5 MIN.)					★	★	30 MINUTES
FULL PAGE AD IN PROGRAM					★	★	★
ADVERTISING ON TPUSA LIVE					3 CONTRIBUTOR LIVE READS	6 CONTRIBUTOR LIVE READS	9 CONTRIBUTOR LIVE READS
CONTRIBUTOR BOOTH APPEARANCE					★	★	★
45-MINUTE BREAKOUT SESSION						★	★
COMPLIMENTARY HOTEL SUITE FOR EVENT							★
ELITE SPONSORSHIP BRANDING							★




# AMERICA Fest 2022

**DECEMBER 17<sup>TH</sup>-20<sup>TH</sup>**  
**PHOENIX, ARIZONA**

With the clear goal of transforming the conservative movement, TPUSA produced a brand new event in 2021: **AMERICAFEST!**

AmericaFest is hosted each December in Phoenix, AZ and is the nation's largest gathering of conservatives of all ages—hosting over **10,000** attendees. 2021's event featured concerts by popular country music artists that share our pro-America values and speakers including: Tucker Carlson, Donald Trump Jr., Jesse Waters, Governor Sarah Palin, Senator Ted Cruz, Kayleigh McEnany and many more!



 <b>PACKAGES</b>	<b>COPPER</b> <b>\$2,500</b>	<b>BRONZE</b> <b>\$5,000</b>	<b>SILVER</b> <b>\$10,000</b>	<b>GOLD</b> <b>\$25,000</b>	<b>PLATINUM</b> <b>\$50,000</b>	<b>ELITE PLATINUM</b> <b>\$100,000</b>	<b>DIAMOND</b> <b>\$250,000</b>
LOGO IN PROGRAM, WEBSITE, MAIN STAGE, PULL-UP BANNER	★	★	★	★	★	★	★
SPONSORSHIP PASSES		2 GENERAL ADMISSION PASSES	3 GENERAL ADMISSION PASSES	4 GENERAL ADMISSION PASSES	4 VIP PASSES	10 VIP PASSES	15 VIP PASSES
EXHIBITOR BOOTH		10X10	10X10 OR 10X20	10X20 PREMIER	10X20 PREMIER	10X20 PREMIER	10X20 PREMIER
EMAIL SENT TO ALL ATTENDEES			★	★	★	2 EMAIL BLASTS	2 EMAIL BLASTS
TEXT MESSAGE TO ALL ATTENDEES			★	★	★	★	★
SWAG BAG INSERT OR VIP LOUNGE FREEBIE			★	★	★	★	★
MAIN STAGE VIDEO (2 MIN.)				★	★	★	★
MAIN STAGE SPEAKING (5 MIN.)					★	★	30 MINUTES
FULL PAGE AD IN PROGRAM					★	★	★
ADVERTISING ON TPUSA LIVE					3 CONTRIBUTOR LIVE READS	6 CONTRIBUTOR LIVE READS	12 CONTRIBUTOR LIVE READS
45-MINUTE BREAKOUT SESSION						★	★
COMPLIMENTARY HOTEL SUITE FOR EVENT							★
ELITE SPONSORSHIP BRANDING							★



# REGIONAL CONFERENCES 2022

## EASTERN REGIONAL CONFERENCE

# IERC

BOSTON, MA • SEPTEMBER

## WESTERN REGIONAL CONFERENCE

# WRC

NEWPORT, CA • OCTOBER

TPUSA will host multiple regional events in 2022. A Turning Point USA Regional event brings together the nation's top conservative student activists for a weekend of engaging networking and training.

Regional Conference dates are tentative and will be finalized in the coming weeks.



REGIONAL CONFERENCE PACKAGES	COPPER \$1,000	BRONZE \$3,000	SILVER \$6,500	GOLD \$10,000	PLATINUM \$25,000	DIAMOND \$50,000
LOGO IN PROGRAM, WEBSITE, MAIN STAGE, PULL-UP BANNER	★	★	★	★	★	★
SPONSORSHIP PASSES		2 GENERAL ADMISSION PASSES	3 GENERAL ADMISSION PASSES	3 GENERAL ADMISSION PASSES	4 GENERAL ADMISSION PASSES	4 GENERAL ADMISSION PASSES
6-FT TABLE IN EXHIBITOR AREA		★	★	★	TWO 6-FT TABLES	TWO 6-FT TABLES
EMAIL TO ALL ATTENDEES			★	★	★	2 EMAIL BLASTS
TEXT MESSAGE TO ALL ATTENDEES				★	★	★
FULL PAGE AD IN PROGRAM				★	★	★
MAIN STAGE SPEAKING (5 MIN.)					★	30 MINUTES
MAIN STAGE VIDEO (2 MIN.)					★	★
ONE LIVE ACKNOWLEDGMENT OF ORGANIZATION FROM MAIN STAGE						★
COMPLIMENTARY HOTEL ROOM FOR EVENT						★



# CUSTOMIZE YOUR SPONSORSHIP

THE FOLLOWING ADD-ON BENEFITS CAN BE APPLIED TO ANY STANDARD SPONSORSHIP PACKAGE FOR INCREASED CUSTOMIZATION AND BRAND EXPOSURE.

## ADDITIONAL SPONSOR PASS - Prices vary per event

All GA sponsor passes include access to all general session and breakout sessions, from start to finish!

## AD IN PROGRAM (HALF/FULL PAGE) - \$750 / \$1,500

With the purchase of a half - or full-page ad in the event program, your organization's name, logo, and message will be on full display for event attendees!

## EXHIBITOR BOOTH UPGRADE (10X20) - \$1,000

Ideal for Bronze level sponsors, who would like to upgrade their exhibitor booth to 10X20.

## SWAG BAG INSERT / VIP LOUNGE FREEBIE - \$1,250

Ideal for Bronze level sponsors, consider adding an item of your choice into the attendees swag bags that will be given to event attendees - or consider providing a unique item of your choice to all VIP lounge attendees. Note\* shipping and handling is not included in this price.

## TEXT BLAST - \$2,000

Ideal for Silver level sponsors—or other sponsors looking for even more benefits—this add-on allows your company or organization to work with TPUSA to send a custom SMS text message to all event attendees, before, during, or after the event! **(Text copy must be provided to TPUSA. Maximum of 115 characters.)**

## EMAIL BLAST - \$3,000

Ideal for silver level sponsors - or other sponsors looking for even more benefits - consider working with TPUSA to send a branded, custom email message to all event attendees, before, during, or after the event.

## PHOTO WALL (EXHIBITOR HALL / VIP LOUNGE) - Prices vary per event

**YWLS & SAS: \$2,000/\$3,000    AMFEST: \$2,500/\$3,500**

Set up your presence with a large, branded photo wall placed in the exhibitor hall, VIP lounge, or in the conference's common space.

## VIDEO COMMERCIAL AD - \$5,000

A presentation from main-stage to all attendees is among the best ways to get your message out and reserving your prime-time commercial time now is the best way to make this happen.

## BREAKOUT SESSION (45 MIN.) - \$7,500

With only a limited number available, reserve your exclusive 45-minute breakout session today- giving you the opportunity to present your mission directly to hundreds of event attendees!

## CUSTOM LANYARD BRANDING (ONLY TWO AVAILABLE!) - \$10,000

Bring your event branding to the next level by sponsoring half of the badge lanyards, which are required to be worn throughout the event by every attendee.

## HOTEL KEY CARD SPONSORSHIP (LIMITED AVAILABILITY) - Prices vary

By sponsoring the hotel key cards, your company or organization's logo will be displayed on every hotel room key card by event attendees staying in the hotel.

## VIP LOUNGE SPONSORSHIP - \$25,000

By sponsoring the events VIP Lounge, your organization will have premier branding throughout the VIP lounge for the entirety of the conference—**includes custom photo walls and branded drink-ware, napkins and more.**

## WI-FI SPONSORSHIP - Prices vary per event

**YWLS & SAS: \$70,000    AMFEST: \$130,000**

By sponsoring the free Wi-Fi at the event, your organization can give a custom name and password to the internet service that nearly every one of the event attendees will use! **(Prices vary based on attendance)**

OPTIONS CONTAINING A ► SYMBOL ARE NOT AVAILABLE FOR REGIONAL CONFERENCES.



# SPONSORSHIP BENEFIT EXPLANATION

## LOGO BENEFITS

All sponsors will have their logo placed in the program, website, main stage, and pull up banners.

## EVENT PASSES

Sponsoring organizations will receive a number of sponsor passes based upon level of sponsorship. Refer to the chart(s) above for the number of passes that will be given for each sponsorship level. Additional passes may be purchased (prices vary based upon event). Please note, all event attendees must purchase a badge, even those who plan to stay at your organizations' booth for the duration of the event.

## EXHIBITOR DISPLAY

**REGIONAL CONFERENCES** - exhibitors will receive 6-ft. Table and 2 chairs or 2 6-ft. Tables and four 4 chairs. Refer to the chart(s) above for information on which packages include one or two tables.

**YWLS, SAS & AMFEST** - 10X10 exhibitor display will include 1 6-ft. Table and 2 chairs. 10X20 exhibitor display will include 2 6-ft. Tables and 4 chairs.

**PREMIER EXHIBITOR BOOTHS** - this upgrade includes beautiful custom-built display booths in the exhibitor hall. Please refer to the chart(s) above for information on which sponsorship packages include premier booths.

## SWAG BAG INSERT OR VIP LOUNGE FREEBIE

Inserts can include a paper insert (flyer, brochure, small booklet, etc.), or a small giveaway (keychain, stress ball, sunglasses, etc.). Shipping and handling fees are not included and is the responsibility of the sponsor. Additional shipping information and instructions will be provided upon signing of the sponsorship agreement.

## EMAIL

Copy subject to TPUSA approval. TPUSA will provide a date that email copy must be submitted by.

## TEXT MESSAGE

Copy must be 115 characters or less and is subject to TPUSA approval. TPUSA will provide a date that text message copy must be submitted by.

## MAIN STAGE SPEAKING

Main stage speaking slot is only available for one organization representative. Main stage speaking slots may be scheduled by TPUSA for any date or time of the event. Speaking date and time will be sent the week of the event.

## MAIN STAGE VIDEO

Main stage video must be sent to TPUSA in downloadable video format. TPUSA will give a due date for the video submission. Video must be two minutes or less.

## FULL PAGE AD IN PROGRAM

TPUSA will give a due date for program ads. Ad specs: 5.25 in x 7.625 in.

## ADVERTISING ON TPUSA LIVE

Have one of Turning Point USA's contributors give your organization a shout-out during a live read on TPUSA LIVE. The number of live reads is dependent on sponsorship level.

## CONTRIBUTOR BOOTH APPEARANCE

Bring a TPUSA contributor to your exhibitor booth or sponsored photo wall for a 30-minute appearance that will attract hundreds of attendees to your booth!

## 45 MINUTE BREAKOUT SESSION

Reserve your exclusive, 45-minute networking breakout session today—giving you the opportunity to present your mission directly to hundreds of event attendees! Please note your breakout session date and time will be scheduled by TPUSA.

## COMPLIMENTARY HOTEL SUITE

Your organization will receive one complimentary hotel suite for duration of event.

## ELITE BRANDING

Your organization logo would be displayed on select pull up banners, column wraps, and photo backdrops.

**Exhibitor space is limited and demand will be *EXTREMELY* high. To reserve your sponsorship or learn more about sponsor opportunities, please contact *Austin VanDerHeyden, Partnerships Associate*, by calling **602.784.3324** or emailing **[AUSTIN.VDH@TPUSA.COM](mailto:AUSTIN.VDH@TPUSA.COM)****





**CELEBRATING *10* YEARS OF  
TURNING POINT USA**

***2012-2022***