2020 Partnership Opportunities
The Texas Irrigation Association (TXIA), formerly known as the Texas Turf Irrigation Association (TTIA), was formed in 1965 as a professional association for the members of the then burgeoning industry of landscape irrigation in Texas. TXIA has a rich history spanning over 50 years of working alongside the irrigation industry in the great state of Texas.

In order to best serve irrigation professionals across the state, TXIA is run is by a board of trustees composed of representatives from local irrigation associations across Texas and four at-large trustees. Because irrigators work every day with one of Texas’ most precious resources - water, the goal of TXIA is to represent, educate, and protect the landscape irrigation industry in Texas.

OUR MISSION...

To promote the business success & professionalism of its members through education, legislative advocacy, networking, and public relations.

TXIA works toward the goals of this mission by providing education opportunities and resources, by monitoring laws, rules, and trends at the state level that can affect the livelihood of the industry, by supporting and helping to strengthen local associations, and by informing the consumer on the importance of utilizing the licensed irrigation professional and smart water management practices.
Solutions for your organization including the following:

- PRINT & ELECTRONIC MAGAZINE ADVERTISING
- SPONSORED CONTENT ARTICLES
- SOCIAL MEDIA CONTENT ACROSS MULTIPLE PLATFORMS
- WEBSITE SPONSORSHIP BANNER WITH HYPERLINKED LOGO
- EBLAST SPONSORSHIP BANNER WITH HYPERLINKED LOGO
- ONLINE DIRECTORY LISTING
- UNLIMITED JOB POSTINGS
- ONLINE MEMBER RESOURCES

solution • noun

solution  |  \\sa-ˈlu-shən\

a: an action or process of solving a problem

b: an answer to a problem

Through its Partnership Opportunities, TXIA offers multiple strategies to help your organization grow its brand. Whether it's print or digital marketing avenues or website, email, and social media channels you're looking for, TXIA can accomplish it through our Partnership Opportunities.

Targeted solutions are our goal. Whether your target market includes business owners, contractors, landscape irrigation focused governmental agency or education institution employees, or landscape irrigation architects and designers, TXIA utilizes print, web-based, social media, and email eblasts to get your organization recognized by industry related audiences.

Let TXIA's Partnership Opportunities be the solution to your irrigation industry related marketing goals today!
Marketing is no longer about the stuff that you make, but about the stories you tell. – Seth Godin

LET TXIA HELP YOU TELL YOUR STORY

**EMAIL**
- hyperlinked logo
- member & non-member audiences

**SOCIAL**
- affiliation recognition
- featured job postings
- sponsored content

**WEB**
- unlimited job postings
- online directory listing
- hyperlinked sponsorship page
- print & electronic magazine archives
- access to member resources and benefits
- sponsorship banner with hyperlinked logo

**PRINT**
- traditional print ads
- sponsored content articles
- print & electronic editions
- electronic editions with hyperlinks

Texas Irrigation Association - www.txia.org
Offering numerous opportunities, TXIA wants to help you and your organization create brand recognition, build relationships, and develop opportunities with decision makers in the Texas irrigation industry. By becoming a TXIA Sponsor, your organization will be presented to our membership and industry professionals throughout the year on multiple levels.

- **Full page color ad in all four editions of TXIA Connect**
- **Full page sponsored content article in all four editions of TXIA Connect**
- **Hyperlinked logo on TXIA’s website sponsorship banner**
- **Recognition of sponsorship level on TXIA social media platforms**
- **Three sponsored content articles promoted on TXIA social media platforms**
- **Three TXIA individual voting memberships with full member benefits**
- **Hyperlinked logo on TXIA member & non-member email blasts**

**PLATINUM**  
$3000  
INVESTMENT

**GOLD**  
$2000  
INVESTMENT

**SILVER**  
$1000  
INVESTMENT

**BRONZE**  
$600  
INVESTMENT
INTRODUCING...

TXIA CONNECT

- The Official Magazine of the Texas Irrigation Association
- The Only Publication Written and Published Exclusively for Texas Irrigation Professionals
- Circulation to over 8,000 Texas Irrigation Professionals

Originally published for over 50 years as TXIA Quarterly Newsletter, TXIA Connect will debut in 2020. With a circulation of over 8,000 Texas irrigation professionals and industry related, targeted content, it is TXIA’s biggest communication tool and an essential piece in your marketing strategy.

In support of green industry efforts, TXIA Connect will be published in print every April and digitally every January, July, and October. Digital editions will be available for access by anyone at any time on TXIA’s website and will include hyperlinked content.

By utilizing both print and digitally hyperlinked ads and sponsored content pieces, your organization can make a lasting impact on Texas irrigation professionals with TXIA Connect.
Every issue of TXIA Connect includes:

- An Index of Advertisers to make it easier for TXIA Connect readers to identify advertisers and their location in the magazine
- Calendar of Events that gives details on upcoming events that pertain to the Texas irrigation industry
- From the Desk of the President where the TXIA president talks about relevant information and timely updates
- Local association and state updates and events
- Legislative updates both in session and during the interim
- ...and much, much more
## ONE PRINT EDITION PLUS THREE ELECTRONIC EDITIONS EQUALS MAXIMUM, LONGTERM EXPOSURE

### AD TYPE/SIZE

<table>
<thead>
<tr>
<th></th>
<th>CONTRACT 1 PRINT/3 ELECTRONIC</th>
<th>SINGLE 1 PRINT OR ELECTRIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,700</td>
<td>$880</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,800</td>
<td>$690</td>
</tr>
<tr>
<td>1/4 page</td>
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<td>$300</td>
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<tr>
<td>Business card</td>
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<td>$180</td>
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</table>

### Add-ons...

<table>
<thead>
<tr>
<th>Add-on</th>
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<th>SINGLE 1 PRINT OR ELECTRIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front or back cover</td>
<td>$150</td>
<td>$50</td>
</tr>
<tr>
<td>Back cover</td>
<td>$180</td>
<td>$60</td>
</tr>
</tbody>
</table>

**Details, details, details...**

- Contract rates are up to 25% savings off the single placement rates.
- Electronic editions include hyperlinks when provided.
- Add-on requests for the inside or back cover(s) are on a first come, first serve basis.
- Space is limited for ad placement availability.

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Want more opportunities to create brand recognition, build relationships, and develop opportunities with decision makers in the Texas irrigation industry?

Check out TXIA Sponsorships for an all encompassing program on page 5.
Attract Attention
Provide Knowledge
Increase Sales

Has your organization been working on a new technology? Introducing a new product or new features? Celebrating an organization milestone?

**USE SPONSORED CONTENT TO TELL YOUR STORY**

Also known as an "advertorial" in print media, sponsored content is one of the newest and most engaging pieces to the marketing puzzle and works to inform or entertain TXIA Connect's audience while promoting a positive perception of your brand.

Attract attention by leading readers directly to what you’re selling, provide knowledge by increasing product awareness and educating on product features and benefits, and increase sales by sparking conversation and increasing engagement with sponsored content.
GUIDELINES & POLICIES

SPONSORSHIP GUIDELINES:
- Social media platforms: TXIA social media platforms include Facebook, LinkedIn, Twitter, and Instagram. TXIA social media is produced and scheduled by a certified social media manager. Social media posts will be linked to sponsor page when possible.
- Job postings: Postings are scheduled through sponsoring member's membership portal pages. Sponsor is responsible for job posting content and management.
- TXIA memberships: Additional individual memberships can be purchased during the joining/renewing process.
- Because all sponsorships include ads and sponsored content in TXIA Connect, please review all guidelines below.

TXIA CONNECT PUBLICATION GUIDELINES:
- All sponsorship and ad contracts include four consecutive issues.
- Ads should be submitted in digital format and sized accordingly.
- All yearly contract and single insertion ad artwork must be received by editorial calendar publishing deadlines (see page 7).
- Contract ads can be changed per issue; however, new ad artwork is due by editorial calendar publishing deadlines or the previous ad will be run.

SPONSORED CONTENT GUIDELINES:
- Sponsored content social media posts: Sponsor is responsible for submitting content in the form of an article no later than two (2) weeks prior to desired posting date. Content may be hyperlinked when possible. Content is subject to TXIA approval.
- Sponsored content in TXIA Connect: Sponsored content must be received by editorial calendar publishing deadlines (see page 7). It will be formatted per FTC Guidelines, must be submitted in a format that can be edited by TXIA, is subject to editing to ensure proper word count, spelling, tense and grammar usage, and is subject to approval by TXIA publisher. Subject matter that is not in keeping with the interests of TXIA members or is poorly written or inappropriate will not be published.

PAYMENT POLICY:
- Sponsorships and yearly contract or single insertion ads must be paid for in full before the first insertion publishing deadline unless prior payment arrangements have been made.
- Contract ads which are not paid for in full before the first insertion publishing deadline will not be published and subsequent ads will be billed at the single-issue rate unless arrangements have been made with the editor.

It is TXIA's intent to assist our partners in achieving their marketing goals with the Texas irrigation industry in any way possible. If you have any questions or special needs with regards to sponsorship, contract ads, and/or single placement ads, please contact TXIA.
ANY QUESTIONS?

Contact us at texasirrigationassociation@gmail.com