



Texas Intercollegiate Press Association



2025 SPONSORSHIP PACKAGES

SAN MARCOS  APRIL 10-12

HOW CAN YOU GET INVOLVED WITH TIPA?

SUBMIT YOUR JOBS/INTERNSHIPS

We provide a FREE job and internship board for employers and students. Be the first to recruit the top college talent in Texas by submitting your listing at texasipa.org.



SCAN ME

HELP SPONSOR OUR 2025 SPRING CONVENTION

We have an array of options to promote your company at our annual convention, which draws hundreds of students (and their advisers) from all over the state.

PROVIDE SCHOLARSHIPS

Invest in our students by contributing to a scholarship fund or offering a scholarship of your own.

MENTOR THE NEXT GENERATION

Our students need your expertise! We have opportunities to connect in ways that work for you — group presentations, one-on-one mentoring, critique services and more.



Texas Intercollegiate Press Association

WHO ARE WE?

TIPA is the oldest state collegiate press association in the nation. With a membership spanning 48 college and university campuses, we represent thousands of enthusiastic and aspiring media professionals. From El Paso to Nacogdoches, from Wichita Falls to Edinburg, from Amarillo to Beaumont — we are cultivating the next generation of ethical, responsible and talented communicators.

WHAT SKILLS ARE OUR STUDENTS LEARNING?

- REPORTING
- DIGITAL MEDIA
- BROADCAST
- PUBLIC RELATIONS
- PHOTOGRAPHY
- GRAPHIC DESIGN
- MARKETING
- ADVERTISING
- ANALYTICS
- PODCASTING
- SOCIAL MEDIA
- RADIO
- WEB DESIGN
- VIDEO EDITING

*Save
the
date*

APRIL 10-12
2025 CONVENTION
SAN MARCOS
EMBASSY SUITES

EDUCATE. EQUIP. EMPOWER.



Hello!

Thank you for your interest in joining the Texas Intercollegiate Press Association's 2025 spring convention in San Marcos! Supporters like you are essential to TIPA's mission: to equip Texas college students to succeed in a rapidly evolving media industry while connecting them with jobs, internships, mentors and one another.

TIPA conventions draw anywhere from 300 to 600 college media students and advisers from all corners of Texas. This diverse group of two-year and four-year students come to TIPA to compete, to learn and to make connections with professionals just like you.

There are multiple opportunities for you to become involved with the 2025 convention: attending the career fair and expo, offering a scholarship, leading training sessions, offering portfolio reviews, sponsoring events and even judging live contests. We invite you to come share your expertise, build relationships with our students and recruit our top talent for your jobs and internships. We are eager to partner with you!



Julie Reed
Executive Director
Baylor University



Nicole Morris
President
A&M-Kingsville



Kasi Dickerson Key
Vice President
Tyler Junior College



Jesus Sanchez
Secretary
UT-Rio Grande Valley

EDUCATE. EQUIP. EMPOWER.

LIVE CONTESTS

The highlight of the TIPA experience is our slate of live contests. Students go head to head against their peers in 30 categories featuring real-world scenarios.



Live News Event 2024: Simulated hit-and-run accident

LIVE CONTEST CATEGORIES

- Print news writing
- Radio news writing
- TV news writing
- Spanish news writing
- Live video news
- Copy editing
- Headline writing
- Critical Review
- Print sports writing
- Radio sports writing
- TV sports writing
- Print advertisement
- Radio advertisement
- TV advertising
- Editorial cartoon
- Editorial writing
- Feature writing
- TV announcing
- TV announcing Spanish
- Radio announcing
- Radio announcing Spanish
- PR release writing
- PR crisis management
- News photography
- Sports photography
- Feature photography
- Photo essay
- Newspaper design
- Yearbook design
- Magazine design

MEET THE STUDENTS



Jose Romero, UT-Arlington

Upon attending my first TIPA convention, it opened my eyes to the large community of supportive journalists that await me in the field. The connections I made range from students to professionals, all of whom shared insight about what they're doing and how they're doing it. The energy at the convention is contagious. Turn a corner and you'll find someone who shares a similar level of passion as you. It makes for an inviting environment that's hard to replicate. My time as TIPA student president showed me the possibilities of journalism and the bright future that lies ahead in the field.



Heather Medina, Del Mar College

Competing alongside so many schools from around the state while being able to hold my own, and even win a few awards, was a huge confidence boost. The speakers in the sessions I attended went above and beyond. Many even stayed to speak with myself and other attendees to ensure no question was left unanswered. The whole experience was truly rewarding and has given me the push to continue improving my work for next year's competition.



Ken Prabhakar, Baylor University

TIPA was an awesome experience that I would recommend for anybody pursuing any sort of journalism. Being surrounded by like-minded people is not only great for spurring creativity but is also an amazing opportunity to network. All of the speakers were individuals who have made their mark on the journalism industry and all their advice was invaluable. The rush that came from all the live competitions is a feeling I still clearly remember. If you haven't had the opportunity to go to TIPA, you will not regret it!



Alex Hoben, Tarrant County College

Attending TIPA for these past two years has been an amazing experience that has helped me grow so much as a journalist. I love the fact that we get to go to workshops and learn from professionals in our chosen fields. The live contests really put our skills to the test. Through these events, we get to meet media students across Texas and learn from each other to make all of our papers fantastic. I am so grateful that I have gotten to attend TIPA and can't wait to attend the next one.

CAREER FAIR & TRADE SHOW

If you're looking to recruit the state's top talent or promote your organization, the TIPA career fair and trade show is the place for you. Tables are \$200 (\$100 for nonprofits).

9 a.m. - 5 p.m.
FRIDAY, APRIL 11

Reserve your table by Feb. 28 at
texasipa.org/career-fair



EMBASSY SUITES

1001 E. McCARTY LANE, SAN MARCOS, TX 78666

\$10,000

DIAMOND SPONSORSHIP (ONE AVAILABLE)

TITLE SPONSOR: TIPA HALL OF FAME LUNCHEON

DIGITAL, EMAIL, PRINT AND ON-SITE RECOGNITION AS TITLE SPONSOR OF EVENT, WHICH INCLUDES KEYNOTE SPEAKER AND HALL OF FAME INDUCTION

PREMIUM ADVERTISING

- PROMOTIONAL VIDEO (UP TO 60 SECONDS, NO AUDIO, 40 x 22.5-INCH SCREEN) DISPLAYED IN HOTEL LOBBY THROUGHOUT THE CONVENTION.
- PROMOTIONAL VIDEO (UP TO 30 SECONDS, WITH AUDIO) DISPLAYED DURING TIPA HALL OF FAME LUNCHEON & AWARDS CEREMONY
- TWO FULL-PAGE COLOR ADS IN CONVENTION PROGRAM
- FULL-SCREEN DISPLAY AD ON DIGITAL MENU SCREENS (11.25 x 20 INCHES) THROUGHOUT CONFERENCE CENTER
- TWO RETRACTABLE VERTICAL BANNERS IDENTIFYING YOUR COMPANY AS DIAMOND SPONSOR
- ROTATING BANNER AD FOR ONE YEAR ON TEXASIPA.ORG
- MONTHLY MARKETING EMAILS FOR ONE YEAR TO ADVISER/STUDENT LISTSERVS

CAREER FAIR AND TRADE SHOW

- TWO EXHIBIT TABLES AND FOUR CHAIRS

PROMOTIONAL MATERIALS

- LOGO ON CONVENTION BAGS AND ALL PRE-CONVENTION MARKETING EMAILS
- UP TO THREE GIVEAWAYS (PROVIDED BY SPONSOR) IN CONVENTION BAG

ADDITIONAL BENEFITS

- FOUR CONVENTION REGISTRATIONS (AND FOUR ADDITIONAL TICKETS TO TIPA HALL OF FAME BANQUET)
- COMPLETE DIRECTORY LISTINGS OF TIPA SCHOOLS AND ADVISERS

\$5,000

GOLD SPONSORSHIP

ADVERTISING

- FULL-PAGE COLOR AD IN CONVENTION PROGRAM
- FULL-SCREEN DISPLAY AD ON DIGITAL MENU SCREENS (11.25 x 20 INCHES) THROUGHOUT CONFERENCE CENTER
- DIGITAL AD DURING HALL OF FAME LUNCHEON AND AWARDS BREAKFAST WITH ADDITIONAL RECOGNITION AS GOLD SPONSOR
- ROTATING BANNER AD FOR ONE YEAR ON TEXASIPA.ORG WEBSITE
- TWO PRE- AND TWO POST-CONVENTION EMAILS TO ADVISER AND STUDENT LISTSERVS

CHOICE OF ONE

(sponsorships subject to availability)

- TIPA CAREER FAIR & TRADE SHOW (EXCLUSIVE)
- TIPA ADVISER MIXER SPONSOR (EXCLUSIVE)
- TIPA STUDENT MIXER SPONSOR (EXCLUSIVE)
- LANYARD SPONSOR (EXCLUSIVE - Your logo accompanies the TIPA logo)

CAREER FAIR AND TRADE SHOW

- ONE EXHIBIT TABLE AND TWO CHAIRS

ADDITIONAL BENEFITS

- FOUR CONVENTION REGISTRATIONS (AND TWO ADDITIONAL TICKETS TO TIPA HALL OF FAME BANQUET)
- COMPLETE DIRECTORY LISTINGS OF TIPA SCHOOLS AND ADVISERS

PROMOTIONAL MATERIALS

- UP TO TWO GIVEAWAYS (PROVIDED BY SPONSOR) IN CONVENTION BAG

\$2,500

SILVER SPONSORSHIP

ADVERTISING

- HALF-PAGE COLOR AD IN CONVENTION PROGRAM
- HALF-SCREEN DISPLAY AD ON DIGITAL MENU SCREENS (11.25 x 10 INCHES) THROUGHOUT CONFERENCE CENTER
- DIGITAL AD DURING HALL OF FAME LUNCHEON AND AWARDS BREAKFAST WITH ADDITIONAL RECOGNITION AS SILVER SPONSOR
- ROTATING SIDERAIL AD FOR SIX MONTHS ON TEXASIPA.ORG WEBSITE

ONE AVAILABLE

(First come, first served)

- AWARDS BREAKFAST PRESENTING SPONSOR (EXCLUSIVE)

CAREER FAIR AND TRADE SHOW

- ONE EXHIBIT TABLE AND TWO CHAIRS

PROMOTIONAL MATERIALS

- ONE GIVEAWAY (PROVIDED BY SPONSOR) IN CONVENTION BAG

ADDITIONAL BENEFITS

- FOUR COMPLIMENTARY CONVENTION REGISTRATIONS

\$1,000

BRONZE SPONSORSHIP

ADVERTISING

- QUARTER-PAGE COLOR AD IN CONVENTION PROGRAM
- DIGITAL “BRONZE SPONSOR” SLIDE WITH LOGO DURING HALL OF FAME LUNCHEON AND AWARDS BREAKFAST
- RECOGNITION AS BRONZE SPONSOR ON DIGITAL MENU SCREENS THROUGHOUT CONFERENCE CENTER
- ROTATING SIDERAIL AD FOR THREE MONTHS ON TEXASIPA.ORG WEBSITE

CAREER FAIR AND TRADE SHOW

- ONE EXHIBIT TABLE AND TWO CHAIRS

PROMOTIONAL MATERIALS

- ONE GIVEAWAY (PROVIDED BY SPONSOR) IN CONVENTION BAG

ADDITIONAL BENEFITS

- TWO COMPLIMENTARY CONVENTION REGISTRATIONS

\$500

‘FRIEND OF TIPA’ SPONSORSHIP

ADVERTISING

- QUARTER-PAGE COLOR AD IN CONVENTION PROGRAM
- DIGITAL “FRIEND OF TIPA” SLIDE WITH LOGO DURING HALL OF FAME LUNCHEON AND AWARDS BREAKFAST
- RECOGNITION AS “FRIEND OF TIPA” ON DIGITAL MENU SCREENS THROUGHOUT CONVENTION CENTER

CAREER FAIR AND TRADE SHOW

- ONE EXHIBIT TABLE AND TWO CHAIRS

ADDITIONAL BENEFITS

- ONE COMPLIMENTARY CONVENTION REGISTRATION

A LA CARTE

CAREER FAIR & TRADE SHOW

- \$200 PER TABLE W/ 2 CHAIRS (\$100 FOR NONPROFITS)
- ADDITIONAL TABLES \$100 EACH (\$50 FOR NONPROFITS)

PROGRAM ADVERTISING

- FULL PAGE - \$200
- HALF PAGE - \$150
- QUARTER PAGE - \$100

OTHER OPTIONS

- TOTE BAG POSTCARD/FLYER INSERT — \$75
- TOTE BAG GIVEAWAY ITEM — \$150
- HALL OF FAME LUNCHEON — \$50 PER PERSON
- AWARDS BREAKFAST — \$50 PER PERSON



WE ARE SAVING A SPOT FOR YOU *in San Marcos*

CONTACT EXECUTIVE DIRECTOR JULIE REED AT
JULIE_M_REED@BAYLOR.EDU FOR MORE INFORMATION

2024 TIPA MEMBERS

A&M-College Station
A&M-Corpus Christi
A&M-Kingsville
A&M-San Antonio
Abilene Christian University
Amarillo College
Angelo State University
Baylor University
Dallas College - Brookhaven
Dallas College - Richland
Dallas College - Eastfield
Dallas College - North Lake
Del Mar College
Incarnate Word
Lamar University
Mary Hardin-Baylor

Midwestern State University
Northeast Texas
Community College
Our Lady of the Lake
Rice University
Sam Houston State
San Antonio College
Southern Methodist University
St. Edward's University
St. Mary's University
Stephen F. Austin
Sul Ross State University
Tarleton State University
Tarrant County College
Tarrant County College -
Trinity River
Texas Christian University

Texas State University
Texas Tech University
Texas Wesleyan University
Texas Woman's University
Tyler Junior College
University of Houston -
Downtown
University of North Texas
UT-Arlington
UT-Austin
UT-Dallas
UT-El Paso
UT-Rio Grande Valley
UT-Tyler
West Texas A&M University
Western Texas College