



Texas Intercollegiate Press Association



# 2026

## SPONSORSHIP PACKAGES

DENTON  MARCH 19-21

# HOW CAN YOU GET INVOLVED WITH TIPA?

## HELP SPONSOR OUR 2026 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.

## JOIN OUR ANNUAL CAREER FAIR AND TRADE SHOW

Whether you're an employer looking to hire interns/new employees or a company interested in making connections with students and advisers, the TIPA Career Fair & Trade Show is a great opportunity to connect.

## 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.



# WHO ARE WE?

TIPA is the oldest state collegiate press association in the nation. With a membership spanning 50 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*

**MARCH 19-21**  
2026 CONVENTION  
**DENTON**  
EMBASSY SUITES



*Hello!*

Thank you for your interest in joining the Texas Intercollegiate Press Association's 2026 spring convention in Denton! 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 2026 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



**Kasi Dickerson Key**  
President  
Tyler Junior College



**Jesus Sanchez**  
Vice President  
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 with 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, MARCH 20**

**EMBASSY SUITES**

3100 Town Center Trail, Denton, TX 76201



“Experiencing the TIPA convention was truly rewarding and helpful to Nexstar’s mission of recruiting the best of the next generation of journalists. As the largest owner of TV stations in the U.S. and Texas, Nexstar Media Group is proud to be a supporter and sponsor of TIPA. The career fair was a great networking experience as we were able to meet hundreds of bright-eyed journalists and college faculty.

**Travis Ruiz, Senior Corporate Recruiter  
Nexstar – TIPA 2025 Sponsor**



Reserve your table by Jan. 31 at [texasipa.org/career-fair](https://texasipa.org/career-fair)

**\$10,000**

## DIAMOND SPONSORSHIP (ONE AVAILABLE)

### TITLE SPONSOR: TIPA HALL OF FAME LUNCHEON

DIGITAL, EMAIL, PRINT AND ON-SITE RECOGNITION AS TITLE SPONSOR OF THE LUNCHEON EVENT, WHICH INCLUDES KEYNOTE SPEAKER AND PRESENTATION

### PREMIUM ADVERTISING

- PROMOTIONAL VIDEO (30 SECONDS) FOR THE LUNCHEON
- SCROLLING BANNER AD (10 INCHES) FOR THE LUNCHEON
- CONTRACTABLE 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**

- LOGO ON THE “LIVING WATERFALL” IN THE HOTEL LOBBY (RESERVED FOR DIAMOND AND GOLD SPONSORS)
- FULL-PAGE COLOR AD IN CONVENTION PROGRAM
- 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 AWARD SPONSOR (EXCLUSIVE - Your logo accompanies the TIPA logo)

**RESERVED**

AWARD 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
- CONVENTION REGISTRATION LIST WITH SCHOOLS AND ADVISERS WILL BE PROVIDED AS SOON AS REGISTRATION CLOSES. THIS WILL ALLOW YOU TO MAKE ADVANCE CONTACT WITH SCHOOLS YOU WANT TO CONNECT WITH.

### **PROMOTIONAL MATERIALS**

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



**\$2,500**

## SILVER SPONSORSHIP

### ADVERTISING

- HALF-PAGE COLOR AD IN CONVENTION PROGRAM
- DIGITAL AD DURING HALL OF FAME LUNCHEON AND AWARDS BREAKFAST WITH ADDITIONAL RECOGNITION AS SILVER SPONSOR
- RECOGNITION AS SILVER SPONSOR ON SIGNAGE IN CONFERENCE CENTER
- ROTATING SIDERAIL AD FOR SIX MONTHS ON TEXASIPA.ORG WEBSITE
- SOCIAL MEDIA "SHOUT-OUT" DURING CONVENTION
- ONE PRE-CONVENTION EMAIL TO ADVISER AND STUDENT LISTSERVS

### CAREER FAIR AND TRADE SHOW

- ONE EXHIBIT TABLE AND TWO CHAIRS

### ADDITIONAL BENEFITS

- FOUR COMPLIMENTARY CONVENTION REGISTRATIONS PLUS TWO ADDITIONAL TICKETS TO HALL OF FAME BANQUET

### PROMOTIONAL MATERIALS

- ONE GIVEAWAY (PROVIDED BY SPONSOR) IN CONVENTION BAG



**\$1,000**

## **BRONZE SPONSORSHIP**

### **ADVERTISING**

- QUARTER-PAGE COLOR AD IN CONVENTION PROGRAM
- DIGITAL AD DURING HALL OF FAME LUNCHEON AND AWARDS BREAKFAST WITH ADDITIONAL RECOGNITION AS BRONZE SPONSOR
- RECOGNITION AS BRONZE SPONSOR ON SIGNAGE IN 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

## 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 (2 included for free with career fair and trade show registration)
- AWARDS BREAKFAST — \$50 PER PERSON

## NONPROFITS

**Nonprofit organizations receive a 50% discount on all sponsorships and a la carte offerings.**



# WE ARE SAVING A SPOT FOR YOU *in Denton*

CONTACT EXECUTIVE DIRECTOR JULIE REED AT  
[JULIE\\_M\\_REED@BAYLOR.EDU](mailto:JULIE_M_REED@BAYLOR.EDU) FOR MORE INFORMATION

## 2024-2025 TIPA MEMBERS

A&M-College Station  
A&M-Kingsville  
A&M-San Antonio  
Abilene Christian University  
Amarillo College  
Angelo State University  
Baylor University  
Cisco College  
Dallas College - Brookhaven  
Dallas College - Richland  
Dallas College - Eastfield  
Dallas College - North Lake  
Del Mar College  
Howard Payne University  
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  
SMU  
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  
TCU  
Texas State University  
Texas Tech University

Texas Wesleyan University  
Texas Woman's University  
Trinity University  
Tyler Junior College  
University of Houston  
University of Houston -  
Downtown  
University of Houston -  
Clear Lake  
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