



Texas Intercollegiate Press Association



2027 SPONSORSHIP PACKAGES

DENTON  APRIL 1-3



Hello!

Thank you for your interest in joining the Texas Intercollegiate Press Association's 2027 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 500 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 2027 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 2026



LIVE CONTEST CATEGORIES

- Print news writing
- Radio news writing
- TV news writing
- Spanish news writing
- Live video news
- Editing
- 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
- Magazine design
- Social Media Feature
- Hype video

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 2

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 2026 Silver Sponsor



Reserve your table by Jan. 31 at 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 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
- LOGO ON THE “LIVING WATERFALL” IN THE HOTEL LOBBY (RESERVED FOR DIAMOND AND GOLD SPONSORS)
- 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
- BRANDED HOTEL KEY CARDS
- UP TO TWO 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 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
- CONVENTION REGISTRATION LIST WITH SCHOOLS AND ADVISERS WILL BE PROVIDED AS SOON AS REGISTRATION CLOSES. THIS WILL ALLOW YOU TO MAKE ADVANCE CONTACT IF DESIRED.

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 AND
FIRST-TIME ATTENDEES)
- 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



WE ARE SAVING A SPOT FOR YOU

in Denton

CONTACT EXECUTIVE DIRECTOR JULIE REED AT
JULIE_M_REED1@BAYLOR.EDU FOR MORE INFORMATION

2025-2026 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
Hardin-Simmons University
Howard Payne University
Incarnate Word
Lamar University
Mary Hardin-Baylor

Midwestern State University
Northeast Texas
Community College
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 -
Clear Lake
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

WHAT YOU WILL DO

WORK WITH THE TIPA EXECUTIVE DIRECTOR AND GET EXPERIENCE IN:

- **Event & Convention Planning** — see how a statewide event comes together
- **Writing & Editing** — create newsletters, announcements and press materials
- **Social Media & Web** — manage updates and design creative content
- **Graphic Design** — help develop programs, flyers and signage
- **Photography & Video** — capture moments for marketing and documentation
- **Sponsor & Vendor Relations** — contact employers, partners and sponsors
- **On-Site Logistics** — assist during the convention for a behind-the-scenes look

INTERNSHIP DETAILS

- **Schedule** — 10 hours per week
- **Pay** — \$10 per hour
- **Location** - Lariat Newsroom in Castellaw
- **Convention** - You must be available to travel to the spring convention March 18-21 in Denton. Free lodging provided. Gas and food will be reimbursed.



Texas Intercollegiate Press Association

EVENT-PLANNING & PR INTERNSHIP

The Texas Intercollegiate Press Association is looking for a motivated, creative student to serve as a Public Relations Intern under Executive Director Julie Reed. This hands-on internship is perfect for someone eager to learn event planning, media relations and digital communications while gaining experience supporting the 2026 TIPA Spring Convention in Denton.

WHAT IS TIPA?

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.

YOU'RE A GREAT FIT IF YOU:

- Have strong writing, social media and design skills
- Are dependable, organized and creative
- Can attend the spring convention March 18-21

HOW TO APPLY

Send your resume and a short statement of interest to julie_m_reed@baylor.edu. Be sure to mention how TIPA and Baylor first became acquainted.