



ARLINGTON<sup>SM</sup>  
CONVENTION & VISITORS BUREAU

2026 ANNUAL MEETING  
SPONSORSHIP OPPORTUNITIES

## SPONSOR OPPORTUNITIES ARE YOU IN?

### ARLINGTON CONVENTION & VISITORS BUREAU ANNUAL MEETING + BREAKFAST

**DATE:** Tuesday, October 8, 2026

**TIME:** 8:30–10:30 a.m

**LOCATION:** Texas Live! | Arlington, TX

Big things are happening in Arlington, and this is where it all comes together. The Arlington Convention & Visitors Bureau Annual Meeting is our city's biggest stage, bringing together 300+ leaders, partners, and changemakers shaping Arlington's future. This year at Texas Live!, we're turning up the energy with the debut of our bold new brand and a powerful look at what's new and next.

Sponsorship is your chance to stand alongside the people, ideas, and momentum driving Arlington forward. Be in the room where it happens, make meaningful connections, and show your support for a city on the rise.



## SPONSOR OPPORTUNITIES ARE YOU IN?

### ARLINGTON CONVENTION & VISITORS BUREAU ANNUAL MEETING + BREAKFAST

#### WHO ATTENDS?

- Arlington's civic, hospitality, and tourism leaders
- Hotels, attractions, venues, and event producers
- Community partners, nonprofits, educators, and creatives
- City and regional leadership
- Arlington locals who care about the city's future

#### WHAT TO EXPECT?

- Celebration of ACVB's new brand launch
- Hear the highlights from this year and what's new and next
- Live Panel: Powerful perspectives from key players in the tourism industry
- Networking across sectors—hospitality, government, education, nonprofits, business



## SPONSOR BENEFITS ARE YOU IN?

	<b>PRESENTING - 1</b> \$15,000	<b>GOLD - 2</b> \$10,000	<b>CEO REMARKS - 1</b> \$7,500	<b>SILVER - 5</b> \$5,000	<b>BRONZE - 5</b> \$3,500	<b>ACTIVATIONS - 4</b> \$2,500	<b>SUPPORTING - 10</b> \$2,000
<b>RESERVED SEATING</b>	2 VIP TABLES 16 seats	1 VIP TABLE 8 seats	1 TABLE 6 seats	1 TABLE 6 seats	1 TABLE 6 seats	1 TABLE 6 seats	1 TABLE 6 seats
<b>SPONSOR MESSAGE</b> Presentation On-Stage or video during program	2 to 3 minutes	1 minute					
<b>LOGO PLACEMENT</b> On all event materials, website, and signage	PRIME PLACEMENT	TOP SECTION	★	★	★	★	★
<b>VERBAL RECOGNITION</b> By Arlington CVB President & CEO	★	★	★				
<b>ON-SCREEN RECOGNITION</b>	★	★	★	★	★	★	★
<b>SOCIAL MEDIA MENTION</b> Highlighting sponsor support	★	★	★	★	★		
<b>BRAND ACTIVATION</b> Exhibit space in pre-function area*	★	★		★	★	SIGNAGE RECOGNITION ON ACTIVATION STATION	
<b>DEDICATED ACVB LINKEDIN SPONSOR POST</b> 25 words max, photo/link shared with 2,700 followers. Month chosen by sponsor.	★	★	★	★			
<b>FEATURE IN ACVB PARTNER EMAIL</b> 50 words max, photo/link. Shared with 500+ partners. Month chosen by sponsor.	★	★	★	★			
<b>ATTENDEE LEAVE BEHIND</b> Branded gift or print collateral	★	★					
<b>BLOG HIGHLIGHT</b> Featured tourism/hospitality story on ACVB website.	★	★					
<b>EXCLUSIVE ACCESS TO ATTENDEE ROSTER</b>	★						

\*Brand Activation: Photo booth, Beverage Station, After Party, or inquire for more

Champion Host Sponsor: **TEXAS**  
*Live!*



TICKETS & TABLES: INDIVIDUAL TICKET \$125 | TABLE OF (8) \$950 | TABLE OF (4) \$450

LUCINDA@ARLINGTON.ORG | 817-704-7659



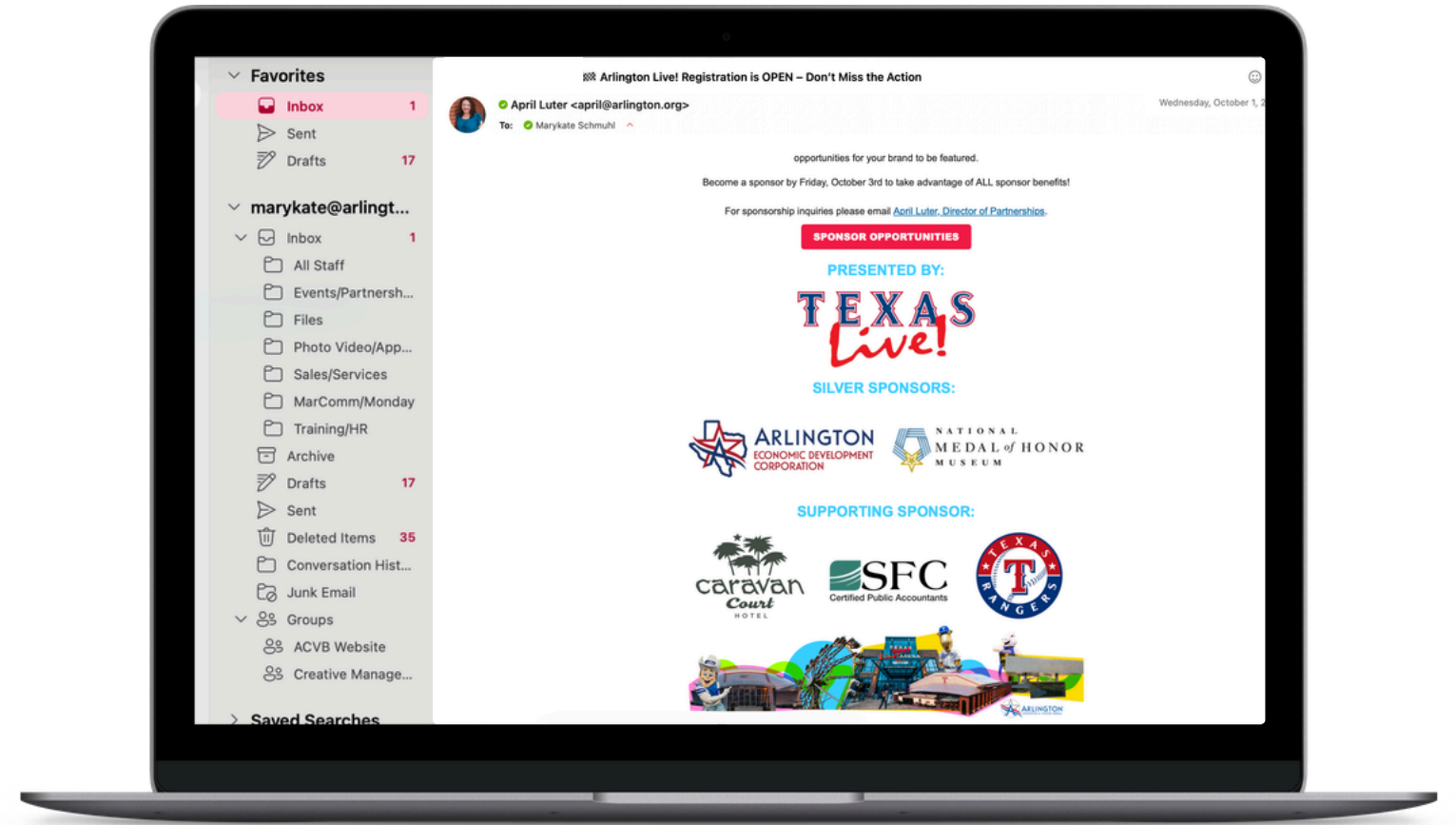
## 2025 PRE EVENT COMMUNICATIONS:

### AUDIENCE REACH & ENGAGEMENT

Strategic communications that build awareness, drive action, and puts your brand in front of an engaged audience before the event.

- Consistent, high-performing email engagement with open rates ranging **42–62%**
- Panel announcement generated peak visibility: **62.3% open rate**
- Branded email delivered highest conversion: **16.6% click-to-open rate**
- Speaker and content-driven messaging resonated most with audiences
- Final “Last Call” messaging sustained momentum and supported ticket conversion

EMAIL	SEND DATE	SENT	OPEN RATE	CLICK RATE	CTOR
Save the Date	Aug 1st	1,421	42.20%	0.96%	2.30%
Branded Communication #1	Sep 5th	1,734	55.30%	6.97%	12.60%
Branded Communication #2	Sep 25th	910	53.50%	8.87%	16.60%
Panel Announcement	Oct 1st	649	62.30%	7.13%	11.40%
Visionary Award Winner	Oct 9st	645	45.10%	4.99%	11.10%
Last Call — Tickets/Tables	Oct 1th	650	43.10%	4.35%	10.10%



# 2025 POST EVENT COMMUNICATIONS ARLINGTON CVB LINKEDIN:

## AUDIENCE REACH & ENGAGEMENT

Content and coverage that extend your brand's presence beyond the event, reinforcing impact and keeping audiences engaged.

- Post-event content sustained engagement across multiple touchpoints
- Video recap led performance with the highest engagement: **53 likes, 12 reposts**
- Recognition content reinforced credibility and partner alignment: **33 likes, 5 reposts**
- Photo recap extended audience interaction and event storytelling: **30 likes, 2 reposts**
- Multi-post strategy maintained visibility beyond event day

POST	LIKES(≈)	REPOSTS (≈)
Event Wrap-Up - Video	53	12
Tourism Friendly Texas Certification	33	5
Photo Dump	30	2

