



The East Texas Historical Association is committed to research into the unique role of East Texas in the history of Texas and the United States, the preservation and enhancement of East Texas’s historical heritage, and publishing and making known the rich stories with which this part of Texas is endowed. We can only accomplish those goals with the engagement of our members and with the help of sponsorships and donations to the ETHA.

**JOIN THE MISSION OF ETHA**



The East Texas Historical Association is celebrating its 60<sup>th</sup> anniversary in 2022. After two years when life has been dictated by a global pandemic, 2022 is a year of reformation and rejuvenation. More than ever, the mission and vision of ETHA that led to its formation sixty years ago needs your support.

When you support the ETHA by sponsoring an event, supporting our Journal, displaying a banner on the ETHA website, or by making a donation, you are helping to ensure our focus on East Texas history.

**Support the telling of East Texas History** Our rich regional history stretches through early Caddo culture to the Spanish Colonial period, and includes places, events, and people pivotal to the Republic and to Statehood. Histories of the Depression, the New Deal, and Civil Rights have a uniqueness of expression in East Texas.

**History Education** In addition to the research and scholarly publication of articles in the *East Texas Historical Journal*, ETHA works to engage both students and educators in K-12, community colleges, and universities. Building cross-generational connections to our history is vital.

**Networking and Engagement** With a major annual conference in October and a second themed conference in the spring, ETHA brings together academic communities, historical societies and commissions, and interested individuals for education and interaction.

**Access to Resources** Through the publication of the *East Texas Historical Journal* two times each year and the digital repository of the journal through *SFA ScholarWorks*, members have historical research at their fingertips.

The ETHA is a 501 (c)3 not-for-profit organization. All sponsorship donations are tax deductible and benefit the Association. There are several different ways to support ETHA. Please select the plan that is best suited for you.

- Sponsor one or more aspects of the ETHA Fall Conference, our major event
- Sponsor an issue of the *East Texas Historical Journal*, both in print and digitally.
- Sponsor one or more pages of our website at [www.easttexashistorical.org](http://www.easttexashistorical.org).
- Make a donation supporting the mission and goals of the ETHA.

# 1. BE A CONFERENCE SPONSOR

Sponsoring aspects of our annual Fall Conference provides attendees with visibility for you and your family, organization, or business. Your financial support allows the conference to continue to function at a high level.

CONFERENCE SPONSORS	AMOUNT	BENEFITS
Session Sponsor	\$ 250	Sponsor one or more sessions of the Fall conference. <ul style="list-style-type: none"> <li>▪ Acknowledgement in printed program</li> <li>▪ Verbal mention in the session(s)</li> <li>▪ One free registration to the conference</li> </ul>
Friday Breakfast Friday Lunch Fellows Reception Saturday Awards Lunch	\$ 500 (any one)	<ul style="list-style-type: none"> <li>▪ Acknowledgement in printed program</li> <li>▪ Meeting signage</li> <li>▪ Verbal mention at the event</li> <li>▪ Two free registrations to the conference</li> </ul>
Underwriting Sponsor	\$ 750	Underwriting Sponsors support the meeting in general. <ul style="list-style-type: none"> <li>▪ Acknowledgement in printed program</li> <li>▪ Conference-wide signage in exhibits room</li> <li>▪ Two free registrations to the conference</li> </ul>
Presidential Address & Banquet	\$ 1,000	<ul style="list-style-type: none"> <li>▪ Acknowledgement in printed program.</li> <li>▪ Meeting signage</li> <li>▪ Two free registrations to the conference</li> <li>▪ VIP table at Event</li> </ul>
Conference Title Sponsor	\$ 5,000	<ul style="list-style-type: none"> <li>▪ Meeting publicized as “presented by [Sponsor Name]”</li> <li>▪ Name and logo featured in conference registration and all meeting notices</li> <li>▪ Recognition on meeting website, onsite signage, and print and email marketing materials</li> <li>▪ Opportunity for company to provide marketing material in all attendee packets</li> <li>▪ Five free registrations to the conference</li> <li>▪ VIP table at Event</li> </ul>

## 2. BE AN ASSOCIATION SPONSOR

Association sponsors are the capstones of our outreach and help underwrite core elements of the marketing and advocacy efforts of ETHA. By subsidizing the *East Texas Historical Journal* and the newly redesigned ETHA website ([www.easttexashistorical.org](http://www.easttexashistorical.org)), association sponsors support the groundwork necessary to keep communication open and free up membership funds to improve our programs and events. The ETHA also accepts advertising placements of either a half or full-page. Contact the ETHA office for more information.

SPONSORSHIPS	ANNUAL	BENEFITS
Journal Issue Sponsor	\$ 1,000 (per issue)	<ul style="list-style-type: none"> <li>▪ Full page display ad in one issue of the Journal.</li> <li>▪ Two free registrations to Annual Meeting.</li> <li>▪ Signage at Annual Meeting.</li> </ul>
Website Sponsor (home page)	\$ 250 (per month)	<ul style="list-style-type: none"> <li>▪ Banner display on home page of website at <a href="http://www.easttexashistorical.org">www.easttexashistorical.org</a>.</li> <li>▪ Signage at Annual Meeting.</li> </ul>
Website Sponsor (other pages)	\$ 100 (per month)	<ul style="list-style-type: none"> <li>▪ Banner display on selected page of website at <a href="http://www.easttexashistorical.org">www.easttexashistorical.org</a>.</li> <li>▪ Signage at Annual Meeting.</li> </ul>

## 3. BE A DONOR

Donors to the ETHA are the foundation of this important work. Memberships and registration fees build a foundation for our ongoing efforts, but your additional gifts and contributions are the only way we can grow and flourish.

Donations can be one-time gifts but can also be recurring on a monthly, quarterly, or annual basis. More information about how donations make a difference can be found on the ETHA website at <https://www.easttexashistorical.org/support>.

#### **4. BE A PART OF HISTORY**

No matter what donation or sponsorship plan you choose, your decision to support the East Texas Historical Association will be history-making. In our 60<sup>th</sup> year we are refreshing the benefits of membership, updated our website and other online resources, and are extending invitations for individuals and groups within our East Texas regions to join the organization.



More information about sponsorships and donations to the ETHA may be found on the ETHA website at <https://www.easttexashistorical.org/support>. For questions or more details contact Scott Sosebee, Executive Director, by email at [sosebeem@sfasu.edu](mailto:sosebeem@sfasu.edu) or by phone at 936.468.2407.

***You can help make it happen. You can be a part of history.***