ABOUT US

The Texas Conference on Digital Libraries (TCDL) is hosted by Texas Digital Library, and covers topics relevant to the creation, promotion, and preservation of research, scholarship, and cultural heritage digital materials.

TCDL brings together those working on digital projects — including outreach librarians, repository managers, catalogers, faculty members, technical staff, students, and others — in order to build a practical, usable, and sustainable model for digital libraries.

TCDL 2024 will be in person, and we invite you to be a part of it!
WHY BECOME A SPONSOR?

TCDL 2024 provides a valuable opportunity for organizations to showcase their products and services, communicate their brand, and gain exposure to a wide spectrum of practitioners, leaders, influencers, and decision-makers in the digital library community in Texas and beyond.

Sponsorship represents an opportunity for your organization to demonstrate active involvement in regional and global efforts to build and sustain digital library and scholarly communication infrastructure that provides broad access to information and resources.
WHO WILL PARTICIPATE?

The Conference Planning Committee anticipates approximately 175 attendees for TCDL 2024, primarily from Texas and surrounding states.

Participants will include administrators, directors of digital initiatives, IT managers, librarians, archivists, and repository managers, technical staff and developers, as well as researchers in a variety of fields.
TCDL represents a valuable opportunity to engage with a dedicated community of digital library professionals from Texas and the surrounding region, gathered all in one place. Participants work and will present in a variety of areas, including:

- Digital asset management
- Research information systems, services and workflows
- Open repository technologies
- Open access and scholarly communication
- Electronic scholarly publishing
- eScience/eResearch data management
- Web Services Information Systems
- Special collections and archives
- Electronic Theses and Dissertations
- Research Data Management
- Open Educational Resources
- Digital Preservation
- Library leadership and management
Texas Digital Library conference attendees bring their authentic selves to TCDL, and we seek to uplift their whole person while with us. In light of that goal, TDL hopes to bring experiences that empower, bring joy, offer useful advice, and bring reprieve from typical conference fare and wares for our attendees.

**POWER UP**

$250+

**SPONSORSHIP OPPORTUNITIES**

Underwriting opportunities for **Power Up** sponsors include:
- Experiential Swag sessions

**Power Up** sponsors receive:
- Company logo (large size) on promotional materials, the program, and the [TCDL 2024](#) website with a link to the company’s website
Underwriting opportunities for **Network** sponsors include:
- Event photography
- Networking space
- Parking (includes logo / QR printed on pass)

**Network** sponsors receive **Power Up** benefits PLUS:
- Name/brand exposure in invitations, social media, and press releases
- Option to submit content for 1 sponsored post across TDL’s online channels (see Submission Guidelines starting on pg. 10)

Underwriting opportunities for **Capacity** sponsors include:
- Live ASL signing during Keynote address
- TDL Awards trophies and certificates

**Capacity** sponsors receive **Network** sponsorship benefits PLUS:
- Registration for 1 representative of your organization to the conference
- TCDL registration includes all conference sessions, workshops, reception, breakfasts, lunches, and afternoon snacks
- Access to conference exhibition area & virtual booth (equipment includes 1 table and the number of chairs per representative)
Underwriting opportunities for **Connect** sponsors include:
- Catering
- Event space and AV equipment

**Connect** sponsors receive all **Capacity** sponsorship benefits PLUS:
- Registration for 1 additional representative of your organization to the conference (total 2 representatives)

Underwriting opportunities for **Access** sponsors include:
- Keynote support
- Conference reception

**Access** sponsors receive all **Connect** sponsorship benefits PLUS:
- Option to address attendees (up to 5-minute presentation)
- Registration for 1 additional representative of your organization to the conference (total 3 representatives)
NEXT STEPS

Ready to take the next step and support our community of library professionals?

- Use this form to confirm your sponsorship.
- Once you’ve completed the form, TDL will be notified and contact you for invoicing and payment via the email you provide.
- Email info@tdl.org if you have any questions or suggestions.
- THANK YOU!

For more information about the Texas Conference on Digital Libraries and the Texas Digital Library, visit tdl.org.

#TCDL2024 | TDL.ORG | SPONSORSHIP OPPORTUNITIES

CONTACT:
KE'ARA HUNT | OUTREACH & MEMBER ENGAGEMENT COORDINATOR | KEARA.HUNT@AUSTIN.UTEXAS.EDU
SUBMISSION GUIDELINES
(FOR SPONSORED CONTENT)

Please review the following information to submit content to be promoted on TDL’s online channels, including social media and seasonal e-newsletter.

For scheduling, please coordinate with and send all media assets to Outreach and Engagement Coordinator, Ke’ara Hunt, at keara.hunt@austin.utexas.edu.

Tag us: @texasdigitallibrary #texasdigitallibrary #tcdl2024
# Digital Specifications

These are the digital specifications for our online channels. Share any logo files and applicable clickthrough URLs, social handles, and hashtags.

<table>
<thead>
<tr>
<th>Online Channel</th>
<th>Quantity</th>
<th>Resolution (in Pixels)</th>
<th>Format</th>
<th>Character Limit</th>
<th>Video Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Post</td>
<td>1-5 images or video</td>
<td>1080 x 1080 or 1200 x 630</td>
<td>Image: PNG / JPG, Video: MP4 / MOV</td>
<td>2,200 characters</td>
<td>3 seconds - 2 minutes</td>
</tr>
<tr>
<td>Instagram Post</td>
<td>1-5 images or video</td>
<td>1080 x 1080</td>
<td>Image: PNG / JPG, Video: MP4 / MOV</td>
<td>2,200 characters</td>
<td>3 seconds - 2 minutes</td>
</tr>
<tr>
<td>Instagram / Facebook Story</td>
<td>1 image or video</td>
<td>1080 x 1080 or 1080 x 1920</td>
<td>Image: PNG / JPG, Video: MP4 / MOV</td>
<td>40 characters</td>
<td>15 seconds</td>
</tr>
<tr>
<td>ONLINE CHANNEL</td>
<td>QUANTITY</td>
<td>RESOLUTION (IN PIXELS)</td>
<td>FORMAT</td>
<td>CHARACTER LIMIT</td>
<td>VIDEO LENGTH</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>---------------------------</td>
<td>------------------------</td>
<td>-------------------------</td>
<td>---------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Threads Post</td>
<td>1-5 images or video</td>
<td>1080 x 1080 or 1080 x 1920</td>
<td>Image: PNG / JPG Video: MP4 / MOV</td>
<td>500 characters</td>
<td>60 seconds</td>
</tr>
<tr>
<td>Newsletter Block</td>
<td>1 image or video</td>
<td>1080 x 1080 or 1600 x 900</td>
<td>Image: PNG / JPG Video: Youtube Link</td>
<td>Headline: 10 words Body: 300 words</td>
<td>60 seconds</td>
</tr>
<tr>
<td>Newsletter Mention “TDL Recommends”</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>Headline: 10 words</td>
<td>--</td>
</tr>
</tbody>
</table>