



the  annual

THE 2025 TMA ANNUAL

OCTOBER 14-17, 2025

THE ROOSEVELT
NEW ORLEANS,
A WALDORF ASTORIA HOTEL
NEW ORLEANS, LA



2025 TMA SPONSORSHIP PROSPECTUS & MEDIA KIT

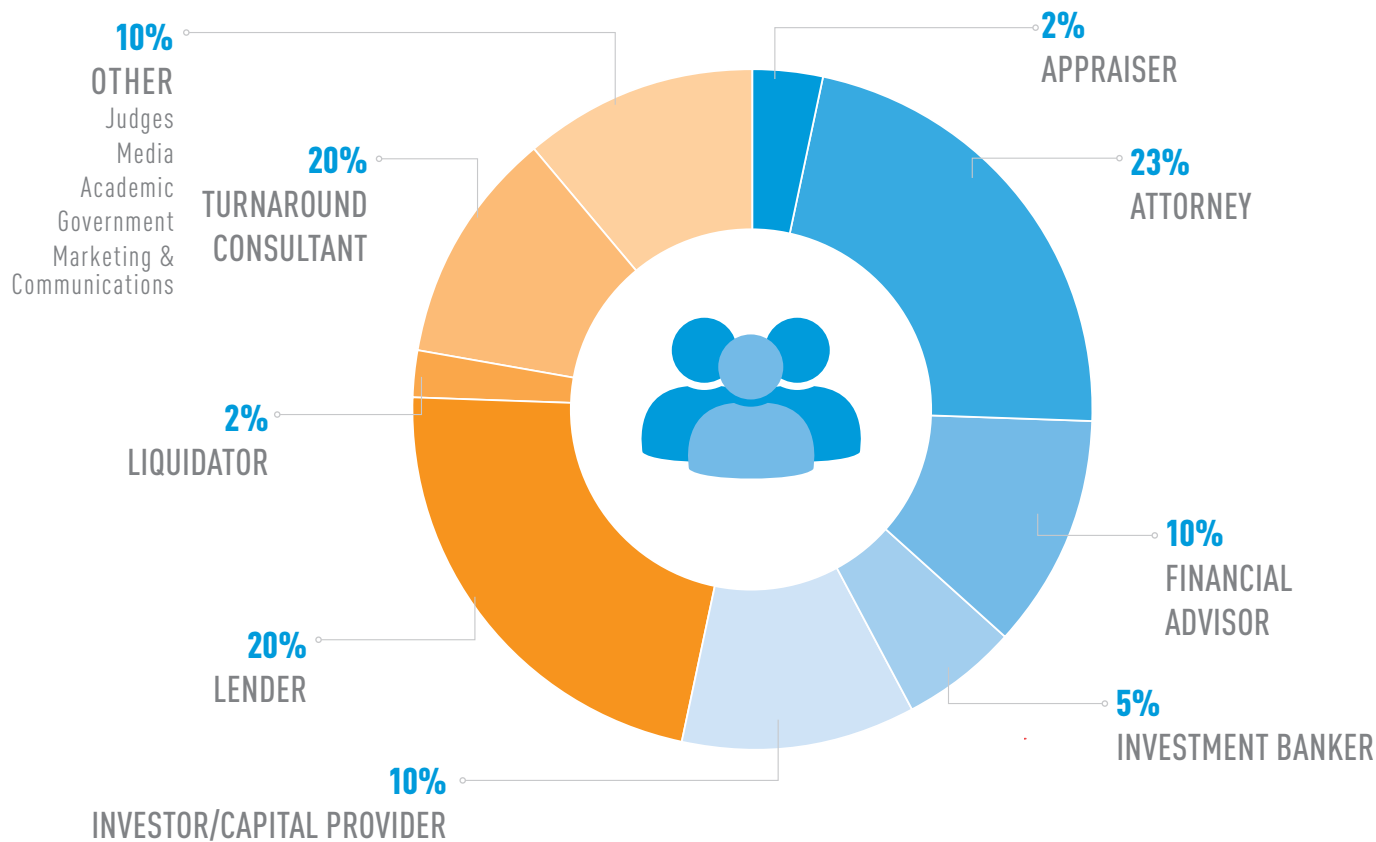
If interested in sponsoring or becoming a TMA partner, please contact Scott Zeller, Director, Sponsorships & Business Development, at **847-471-8225** or **szeller@turnaround.org**

THE 2025 TMA ANNUAL SPONSORSHIP

OCTOBER 14 – 17, 2025 | THE ROOSEVELT NEW ORLEANS | NEW ORLEANS, LA

The **2025 TMA Annual** is the premier turnaround event where TMA's global community will convene in New Orleans with 800+ industry insiders over three energetic days of networking, education, and top-notch events. The entire conference is designed to meet the needs of the corporate health, turnaround, and restructuring professional while taking advantage of everything the vibrant the Big Easy has to offer.

A LOOK AT PROFESSIONS REPRESENTED AT THE ANNUAL



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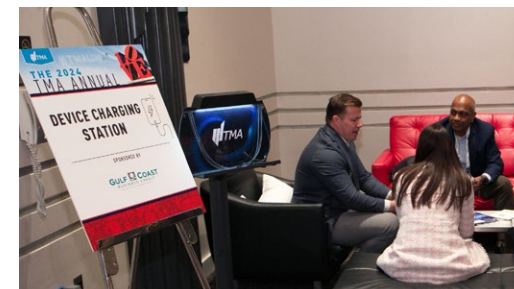
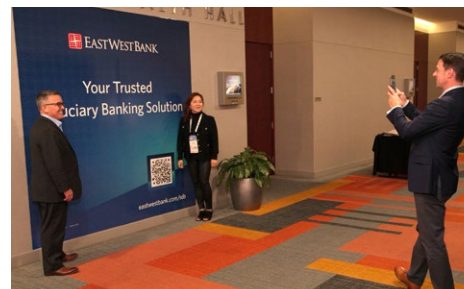
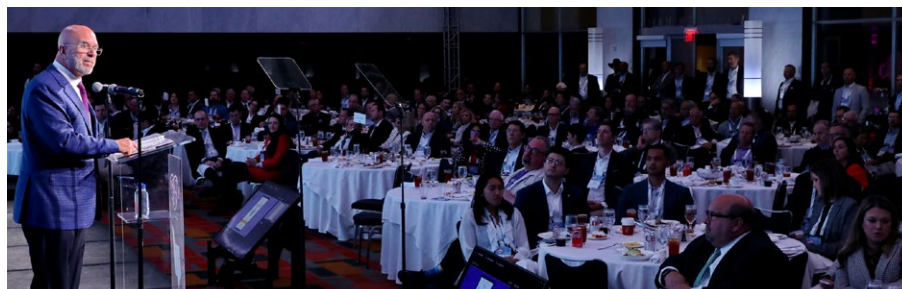
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SPONSORSHIP TIERS

BENEFITS

	ELITE	SIGNATURE	ADVOCATE	PATRON
# of complimentary attendee registrations for The 2025 TMA Annual <i>(non-transferable)</i>	5	3	2	1
# of discounted attendee registrations available to purchase <i>(non-transferable)</i>	3	2	1	–
Sponsor tier prominently displayed on event web page (annual.turnaround.org) and on event marketing leading up to the conference	Tier 1	Tier 2	Tier 3	Tier 4
One-day use of a hospitality suite or meeting room in the host hotel <i>(subject to availability)</i>	✓	–	–	–
Sponsor tier prominently displayed at 2025 TMA Annual	Tier 1	Tier 2	Tier 3	Tier 4
Exhibitor table in the attendee lounge	✓	✓	–	–
Sponsor recognition in conference mobile app with logo, company description, URL links, marketing collateral, and contact information	✓	✓	✓	✓
Social media banners will be created and shared recognizing you as a 2025 TMA Annual sponsor	✓	✓	✓	✓
Sponsor tier recognition on presentation rooms and on event signage	✓	✓	✓	✓
Sponsor ribbons provided to all registered sponsor delegates	✓	✓	✓	✓
Attendee list with contact name/address/phone/email sent four weeks prior to event and one week after event	✓	✓	✓	✓
Sponsor produced ad in the October 2025 issue of the <i>Journal of Corporate Renewal</i> <i>(Subject to ad submission deadline of Aug. 21, 2025)</i>	Full Color Page	Half Color Page	25% Off Ad Rates	15% Off Ad Rates
Recognition in the <i>Journal of Corporate Renewal</i> distributed to TMA members	✓	✓	✓	✓
PRICE	\$18,000	\$12,000	\$8,000	\$5,000



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PROMOTIONAL EXCLUSIVE SPONSORSHIP OPPORTUNITIES

~~ANNUAL GENERAL~~ ~~SESSION SPONSOR~~

\$5,750 each

Be the title sponsor of a general session at The 2025 TMA Annual. General session sponsors will be clearly identified on the event website.

Benefits Include:

- Two (2) attendee registrations for the 2025 TMA Annual
- Sponsor exclusivity to a single unopposed session
- Session-specific logo placement and recognition
- Presentation slide identifying your company as session sponsor before all sessions
- Sponsor may provide marketing collateral for distribution at session
- Attendee lead generation at the conclusion of your sponsored session
- Content added to TMA Learning Link for unlimited member downloads

~~ANNUAL EDUCATION~~ ~~SPONSOR~~

\$4,750 each

Be the title sponsor of an education session at The 2025 TMA Annual. Session sponsors will be clearly identified on the event website.

Benefits Include:

- One (1) attendee registration to attend the 2025 Annual
- Sponsor exclusivity to a single session
- Session-specific logo placement and recognition
- Presentation slide identifying your company as session sponsor before all sessions
- Sponsor may provide marketing collateral for distribution at session
- Attendee lead generation at the conclusion of your sponsored session
- Content added to TMA Learning Link for unlimited member downloads

~~DAILY TARGETED~~ ~~EMAIL SPONSOR~~

3 Available – Choose your day:
Tues/Wed/Thurs – \$3,500 each

TMA Global will send out to registered attendees a daily email in which your logo will be prominently positioned at the top. Each day's email will include the day's agenda, providing helpful information to attendees.

~~KEYNOTE LUNCHEON~~ ~~SPONSOR~~

\$23,000

Align your company with TMA Global and industry professionals by sponsoring the exclusive keynote presentation at the 2025 Annual. Our keynote presenters are recognized as experts in their industries and can provide great recognition to your company.

Benefits Include:

- Four (4) attendee registrations to attend the TMA 2025 Annual
- Sponsor exclusivity to a single unopposed session
- Session-specific logo placement and Recognition on event page
- Presentation slide identifying your company as the keynote sponsor prior to the keynote address
- Sponsor may provide marketing collateral for distribution at session
- Attendee lead generation at the conclusion of your sponsored session
- Opportunity to introduce host of keynote presentation
- Keynote stage sponsor branding
- Promoted posts in mobile conference app



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PROMOTIONAL EVENT NETWORKING & HOTEL BRANDING SPONSORSHIP OPPORTUNITIES

NETWORKING RECEPTIONS & EVENTS

\$10,000	Dockside Closing Jazz Reception Co-Sponsor City of New Orleans Riverboat
\$20,000	Opening Reception Sponsor at The Roosevelt Waldorf Astoria
\$10,000	Welcome Party at the Sazerac House
\$8,000	Thursday Networking 'Big Easy' Breakfast Sponsor
\$7,750	TMA NOW/IWIRC Luncheon Sponsor
\$5,500	NextGen, First Timer, and International Attendee Reception Sponsor
\$5,000	TMA Turnaround Tourney
\$4,000	DEI 'Crescent City' Speakeasy Reception
\$5,500	War Stories & Whiskey Reception

INDIVIDUAL BRANDING OPPORTUNITIES

\$17,000	Attendee Badges & Lanyards Sponsor
\$13,500	Attendee Registration & Welcome Coffee Sponsor
\$10,500	Hotel Key Cards & Sleeves Sponsor
\$10,000	Conference Wi-Fi Sponsor
\$10,000	Bottled Water & Hydration Station Sponsor
\$8,500	Executive Board/Board of Trustees Meeting Sponsor
\$8,000	Conference Mobile App Sponsor
Call for Pricing	Hotel Door or In-Room Drops

ATTENDEE LOUNGE

\$7,250	Networking Innovation Hub (4 available)
\$6,000 per day	Coffee Barista Bar Sponsor
\$8,500	Device Charging Hub Sponsor (2 available)
\$5,000	Shoeshine Station Sponsor
\$4,500	Attendee Networking Breaks (3 available)
\$4,000	Company Exhibit Table Top (8 available)

HOTEL BRANDING *Multiple locations available

Call for Pricing	Elevator Landing Wall Column Cling: Mezzanine Level
Call for Pricing	Roosevelt Way Escalator Cling: Mezzanine to Lobby Level
Call for Pricing	Waldorf Astoria/Tower Two Wall Cling
Call for Pricing	Roosevelt Foyer Escalator to Chamber Level Cling
Call for Pricing	Roosevelt Foyer Cling
Call for Pricing	Ballroom Foyer Columns Wrap
Call for Pricing	Tower Two Elevator Landing Column Wrap
Call for Pricing	Hotel Television Branding/Dark Channel

Networking Receptions & Events, Individual Branding Opportunities and, Attendee Lounge sponsorships include the following benefits:

- One (1) complimentary attendee registration for sponsorship spend between \$4,000–\$6,999
- Two (2) complimentary attendee registrations for sponsorship spend between \$7,000–\$9,999
- Three (3) complimentary attendee registrations for sponsorship spend \$10,000 or greater
- Two (2) Additional registrations available for purchase at the discounted sponsor rate
- Recognition on walk-in slides during general sessions
- Recognition on the 2025 Annual website with logo and URL redirect to your preferred site
- Recognition in the October 2025 issue of the *Journal of Corporate Renewal*
- Conference attendee mailing list (provided four weeks pre- and post-conference)
- Sponsor ID ribbons for attendee name badges
- Visibility in conference mobile app with logo, company description, and contact information



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