

SOUTHWEST BENEFITS ASSOCIATION  
50TH ANNUAL CONFERENCE

# GOLDEN JUBILEE

*Celebrating 50 Years in Benefits*

**MAY 12-14, 2025**

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SPONSORSHIP INVITATION

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HYATT REGENCY  
HILL COUNTRY RESORT & SPA

We are thrilled to announce SouthWest Benefits Association's 50th Annual Conference and GOLDEN JUBILEE scheduled to take place May 12-14, 2025, at the beautiful Hyatt Regency Hill Country Resort and Spa in San Antonio, Texas. ***As we prepare for this milestone event, we would like to extend a special invitation for your company to sponsor this prestigious conference.***

The SouthWest Benefits Association (SWBA) has been at the forefront of promoting excellence in employee benefits for five decades. Our annual conference attracts a diverse audience of industry leaders, professionals, and decision-makers, providing a unique platform for networking, knowledge-sharing, and showcasing innovative solutions. Celebrating our 50<sup>th</sup> Anniversary would not be the same without your support!

4 Reasons to Support the SWBA 50th Annual Conference:

- **Unparalleled Exposure:** Showcase your brand to a targeted audience of benefits professionals, HR leaders, and industry influencers.
- **Networking Opportunities:** Connect directly with potential clients, partners, and industry peers during dedicated networking sessions, receptions, and exhibits.
- **Thought Leadership:** Position your company as a leader in the benefits industry by participating in panel discussions, workshops, or sessions.
- **Brand Visibility:** Enjoy prominent recognition through signage, promotional materials, and digital marketing campaigns before, during, and after the conference.

We offer a variety of sponsorship packages designed to meet your company's marketing and business objectives. Each sponsorship level comes with its own set of exclusive benefits, which are detailed in the attached sponsorship brochure. To secure your sponsorship or to learn more about the opportunities available, please contact me at 214-382-3035 or [chappell@swba.org](mailto:chappell@swba.org).

Thank you for considering this exciting opportunity to support the SouthWest Benefits Association and to celebrate 50 years of advancing the benefits industry. We look forward to the possibility of partnering with you for this special occasion.

Warm regards,

A handwritten signature in blue ink that reads 'Marc Chappell'.

Marc Chappell  
Executive Director

## A Look Back at our 2024 Conference

### 2024 Attendee Graphics:



- Plan Sponsors: 34%
- Attorneys: 3%
- Consultants: 27%
- Retirement Focus: 18%
- Healthcare Focus: 18%

### 2024 Attendee Quotes:

“Attending the SWBA Conference has become an annual tradition for me. The insights I gain and the connections I make are invaluable to my professional growth.”

“What sets the SWBA Conference apart is the collaborative atmosphere. Sharing best practices and learning from other attendees enhances the overall experience.”

“The keynote speakers at the SWBA Conference are always top-notch. Their expertise and perspectives help shape the way I approach benefits administration in my company.”

“I always look forward to the SWBA Conference. The sessions are relevant, the speakers are engaging, and the information is directly applicable to my day-to-day responsibilities.”



# SWBA's 2025 Annual Conference Sponsor Information

## Conference Location

Hyatt Regency Hill Country Resort and Spa  
9800 Hyatt Resort Dr.  
San Antonio, TX 78251

## Sponsor Resource Center and Display Tables

Setup: Monday, May 12, 2025 after 1:00 p.m.  
Takedown: Wednesday, May 14, 2025 after 11:00 a.m.

We do not require that display tables be manned. Display tables will be visited throughout the conference. The Sponsor Center will consist exclusively of tabletop exhibits.

Display tables will be set up near the conference registration and refreshment area. SWBA will provide the sponsor one standard power supply for the table.

Any display and handout materials used by the sponsor must be placed on top of the 6-ft. display table, and must fit the dimensions of the table; no exceptions. Sponsors must send us their logo separately in a vector or high-resolution (9 mega pixels or higher) format. All company descriptions and logos must be submitted to SWBA on or before March 7, 2025. Additional details including shipping information will be provided before the Conference.

Please sign the enclosed agreement and return, along with payment, to:

**SouthWest Benefits Association**  
10260 N. Central Expwy., Suite 285  
Dallas, TX 75231

## Conference Sponsorship Levels

(See the attached information for more details on each Sponsorship Level)

Patrons Circle Membership: \$10,000

General Conference Sponsorship: \$4,500

Premier Conference Sponsorship: \$6,000

Conference Supporter: \$1,500

PAST SWBA SPONSORS



## COMPANIES THAT PARTICIPATE IN THE SWBA CONFERENCE

Acme Brick Company  
AFP  
AirBorn, Inc  
Alamo Group Inc.  
Alief ISD  
ALK-Abello, Inc.  
Alliance Coal, LLC  
Allied Electronics, Inc.  
Amarillo National Bank  
Amentum  
Anadarko  
Andeavor  
Anvil Corporation  
Army & Air Force Exchange Service  
Atlas Sand  
Atmos Energy Corp.  
AWTY International School  
Baylor College of Medicine  
Baylor University  
BNSF Railway  
Boxer Property Management Corp  
BP Corporation North America Inc.  
Bridgeport Tank Trucks  
Brookshire Grocery Company  
BryanISD  
Burrell College of Osteopathic Medicine  
Caliber Collision Centers  
Cap Metro  
Capitol Anesthesiology Association  
CBRE  
CEB  
Celgene Corp  
CenterPoint Energy  
Centrica  
Centurion Group, LLC  
CGG  
Chesapeake Energy Corporation  
Chickasaw Nation  
CHRISTUS Health  
Cirrus Logic, Inc.  
Citation Oil & Gas Corp.  
Citizen Potawatomi Nation  
City of Austin Employees' Retirement System  
City of Corpus Christi  
City of Houston  
City of Odessa  
City of Pearland  
City of Plano  
Cook Children's Health Care System  
Cornerstone Chemical Company  
CPS Energy  
Crow Holdings  
Cummings Electrical  
CVR Energy  
Dallas Police & Fire Pension System  
Dean Foods Company  
Devon Energy Corporation  
DFW Airport  
DistributionNOW  
Dr Pepper Snapple Group  
eBay Inc.  
Energy Transfer  
EnerVest, Ltd  
Englobal  
Enterprise Products Company  
Epicor Software  
Ericsson, Inc.  
Exterran  
ExxonMobil  
Fluor Corporation  
Fort Worth Housing Solutions  
Fort Worth Transportation Authority  
Friedkin Companies, Inc.  
Frost Bank  
Galderma Laboratories  
GateHouse Media  
Generations Federal Credit Union  
George's Inc.  
Global Gaming Solutions, LLC  
GM Financial  
Greyhound Lines, Inc.  
Guadalupe Regional Medical CenterHewlett  
Packard Enterprise  
Hines Interests, LP  
HMS  
Hobby Lobby Stores, Inc.  
Houston Astros, LLC  
Houston Business Coalition on Health  
Hunt Consolidated  
Insperty Holdings, LP  
INTEGRIS Health  
J&J Worldwide Services  
James Avery Craftsman  
JV Manufacturing Inc  
Kendra Scott  
King Ranch, Inc.  
Krayden Inc  
Lehigh Hanson  
Lennox International  
Magellan Midstream Partners, L.P.  
McCoy's Building Supply  
M-D Building Product  
National HME  
National Instruments  
National Oilwell Varco  
Noble Energy  
Oasis Petroleum  
OGE Energy Corporation  
Oklahoma City Public Schools  
Oklahoma State Regents for Higher Education  
Oncor Electric Delivery Company LLC  
ONE Gas  
Owens Corning  
Park Lawn Corporation  
Phillips 66  
Pioneer Telephone Cooperative, Inc.  
Powell Industries, Inc.  
Propak Logistics, Inc.  
Q2  
Regal Beloit Corporation  
Remington Park  
Saint Francis Health System  
Sasol USA Corporation  
SDL Inc  
Security Service Federal Credit Union  
Select Energy Services  
Serta Simmons Bedding, LLC  
Service Corporation International  
Shell Oil Company  
Shop LC  
Sili  
Sirius Computer Solutions  
Smurfit Kappa Bates  
Sonepar USA  
Southwest Airlines  
Southwest Research Institute  
Spur Energy Partners  
State of Louisiana Office of Group Benefits  
Stephenson Wholesale Co. Inc.  
Stolt-Nielsen  
STP Nuclear Operating Company  
SYSCO Corporation  
Taco Bell Corp. of Yum! Brands  
TASC  
TDECU  
Teacher Retirement System of Texas  
TechnipFMC  
Tenet Health  
Tesoro Companies, Inc.  
Texas Association of Counties  
Texas Capital Bank  
Texas Disposal Systems, Inc.  
The Bama Companies  
The Boeing Company  
The Friedkin Companies  
The Kinkaid School  
The North American Coal Corporation  
The Samuel Roberts Noble Foundation  
The University of Texas System  
Tinker Federal Credit Union  
Trans Offshore Deepwater  
Trinity Industries  
United  
University Federal Credit Union  
US Concrete  
US Foods  
USAA  
VIA Metropolitan Transit  
Vistra Energy  
Walmart Inc.  
Weatherford International  
WebMD  
Westlake Chemical Corporation  
Whole Foods Market  
Windstream Services, LLC  
Wood Group-West



## **SWBA 50th Annual Conference** ***GOLDEN JUBILEE***

### **Sponsorship Options (*4 to choose from*):**

## **SWBA Patrons Circle Membership - \$10,000**

The SWBA Patrons Circle is our highest level of sponsorship and offers a unique, year-round opportunity to support SWBA at all our events, as well as a brand recognition opportunity on SWBA's website and communications.

### **Patron Circle Benefits:**

- Year-round brand recognition as a SWBA Patron in SWBA Member communications, Website and Event promotions
- Year-round Promotional Video posted online in the SWBA Media Gallery, and shared at select SWBA Events
- Year-round opportunities to partner with SWBA Planning Committees
- Invitation to VIP Receptions at select SWBA Events
- Premier Recognition as a SWBA Patron at all SWBA events:
  - Our Annual Conference (including premier exhibit space) / (Value: \$6,000)
  - Our Annual Compliance Conference (including premier exhibit space) / (Value: \$5,000)
  - Multiple Benefits Administration Workshops (Value: \$1,000)
  - Multiple Virtual Webinars (Value: \$1,000)
- 3 Complimentary Registrations to select SWBA Events (Value: \$3,000)
- Special recognition on name badges at SWBA Events (Value: \$1000)
- Company Wide SWBA Membership (Value: \$800)

## **SWBA Annual Premier Conference Sponsorship - \$6,000**

*Premier Conference Sponsors receive the best exposure and promotion before, during, and after the conference.*

- Hosted table in the Conference Classroom for your Colleagues and Clients
- Access to Registration list with emails before the Conference
- Access to Registration list with emails after the Conference
- 2 Complimentary Conference Registrations
- Sponsorship of Conference Event
- Premier Location of Display Table in the Sponsor Resource Center
- Premier Recognition of Logo on Forum Emails
- Premier Recognition of Logo on Signage at the Conference
- Premier Recognition of Logo on Slide Presentations at the Conference
- Premier Recognition of Logo on Conference Website
- Premier Recognition Listing in Conference App

## **SWBA Annual General Conference Sponsorship - \$4,500**

*General Conference Sponsorship is a great way to participate in the conference at a lower fee and still have 1 comped registration and display table.*

- Access to Registration list (no emails) after the Conference
- 1 Complimentary Registration
- Sponsorship of Conference Event
- Display Table in the Sponsor Resource Center
- Logo on Forum Emails
- Logo on Signage at the Conference
- Logo on Slide Presentation at the Conference
- Logo on Conference Website
- Listing in Conference App

## **SWBA Annual Conference Supporter - \$1,500**

*Conference Supporters receive recognition before, during, and after the conference, but do not have a display table or comped registration.*

- Logo on Signage at the Conference
- Logo on Slide Presentation at the Conference
- Logo on Conference Website
- Listing in Conference App





# SouthWest Benefits Association Sponsorship Agreement

The following describes the sponsorship agreement between SouthWest Benefits Association (SWBA) and Sponsor:

**COMPANY NAME:** \_\_\_\_\_

SWBA is not responsible for any travel and lodging expenses of conference attendees.

SWBA will not incur additional expenses associated with this sponsorship except those required for the promotion and staging of the event.

Sponsors agree not to extend invitations or call meetings that would encourage absence during the posted hours of the conference.

Sponsors will be acknowledged in conference promotions and conference registration materials, during the program, and in regularly scheduled Association communications prior to the conference.

SWBA will provide appropriate signage acknowledging Sponsor during the conference.

Any display used by Sponsor must be placed on top of or behind the 6' display table and fit the dimensions of the table. The Resource Center will be set up in the Conference Registration & Break area.

SWBA does not assume any responsibility for the protection and safety of sponsor displays, or the protection of property used in connection with the display from theft or damage by any cause.

In the event of cancellation due to circumstances within its control, the liability of SWBA shall be limited to a refund of your sponsorship fee. In the event of cancellation by sponsor, no refunds will be given unless written notification is provided to SWBA 90 days prior to the conference.

Sponsor agrees to defend, indemnify and hold harmless SWBA from and against all claims, actions, causes of action, or liabilities, including reasonable attorneys' fees, arising out of or resulting from any act undertaken or committed by Sponsor pursuant to the performance of its obligations under this agreement.

**Sponsor agrees to pay SWBA the full amount of the sponsorship fee on or before March 31, 2025.**

This shall constitute the entire agreement, and Sponsor agrees to abide and conform to these terms. In the event of fire, strikes or other uncontrollable circumstances, this agreement will not be binding.

**All sponsorships are available on a first come, first served basis.**

Accepted By:

\_\_\_\_\_  
Sponsor's Authorized Representative

\_\_\_\_\_  
DATE

Marc Chappell  
SWBA Executive Director

8/28/24  
DATE

Questions? Call SWBA at 214-382-3035

Please complete both pages of this agreement and email to [registration@swba.org](mailto:registration@swba.org).



**Contact Person**

For questions regarding this sponsorship, SWBA should contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please confirm if your company would like to accept the included display table option:  
(Not applicable to Conference Supporters)**

- Yes, we would like a display table to be used as described in the sponsor agreement.
- No, we would not like a display table.

**Complimentary Registration**

**(Not applicable to Conference Supporters)**

Each Sponsor is entitled to **complimentary conference registrations based on your level**. Additional company personnel who wish to attend the Conference must **complete a Registration Form and pay the appropriate registration fee**.

**Complimentary Registration Details must be emailed to [registration@swba.org](mailto:registration@swba.org) to be confirmed for the conference.** *(This information is not required at the time your agreement is submitted)*

**Payment Method**

Please indicate your method of payment. Full payment is due on **March 31, 2025**.

**Select your Sponsorship Fee (Please see the attached description of each option):**

Patrons Circle Membership	<input type="checkbox"/>	<b>\$10,000</b>	<b>(Year-Round Sponsorship Option)</b>
Premier Sponsor	<input type="checkbox"/>	<b>\$6,000</b>	<b>(Annual Conference Only)</b>
General Sponsor	<input type="checkbox"/>	<b>\$4,500</b>	<b>(Annual Conference Only)</b>
Conference Supporter	<input type="checkbox"/>	<b>\$1,500</b>	<b>(Annual Conference Only)</b>

Check enclosed, payable to SouthWest Benefits Association

Credit card payment

Card Type:     VISA             MC             AMEX

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV \_\_\_\_\_

Card Holder's Name (Please print): \_\_\_\_\_

Signature: \_\_\_\_\_

**Please complete both pages of this agreement and return to:**

SouthWest Benefits Association, 10260 N. Central Expy., Suite 285, Dallas, TX 75231

Email: [registration@swba.org](mailto:registration@swba.org)