THE BOND BUYER

TEXAS PUBLIC FINANCE

April 7-9, 2027 | Austin Marriott Downtown | Austin, Texas

2027 PROSPECTUS

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About TEXAS PUBLIC FINANCE

At TEXAS PUBLIC FINANCE, top experts tackle the most pressing issues in the municipal market—spotlighting Texas, the world's eighth-largest economy. The ideas shared here empower industry leaders and offer insights that resonate far beyond the state.

Primary Audience: The Texas Issuer Community, With the Buy Side at the Table

Issuers and institutional investors make up the core of the room, joined by municipal advisors, rating agencies, government and other sell-side leaders.

73%
are issuers — the people bringing deals to market

69%
hold director-level titles or above

63%
work in treasury, budget or finance, of those naming a remit

MARKET ROLE



AREA OF RESPONSIBILITY, WHERE STATED



Primary audience is defined as our audience, less sponsors, exhibitors and paid vendors.

Why Sponsor TEXAS PUBLIC FINANCE

TEXAS PUBLIC FINANCE is a cornerstone of the municipal finance community, backed by more than a century of industry trust. Sponsorship positions your business as a partner and thought leader to the sector's most influential decision-makers.

WHAT SPONSORSHIP DELIVERS

- Gain awareness and grow your presence with an audience of unrivaled influence
- Connect face-to-face with the industry's most notable leaders and build meaningful relationships across the entire municipal finance ecosystem
- Generate high-quality, nurture-ready leads during and after the event
- Position your brand as an authoritative voice in strategic conversations
- Showcase your solutions and services in a focused environment where decision-makers are primed to act
- Leverage the integrity and reach of The Bond Buyer, the sector's most trusted and respected editorial brand

Sponsorship Levels

Your level aligns with your total sponsorship across the event – mix and max packages to reach the level you want.

	PLATINUM LEVEL $30,000+	GOLD LEVEL $25,000 - $29,999	SILVER LEVEL $20,000 - $24,999	BRONZE LEVEL $15,000 - $19,999
STAFF PASSES*	5 passes	4 passes	3 passes	2 passes
CLIENT COMP PASSES**	4 passes	3 passes	2 passes	1 pass
CLIENT DISCOUNT PASSES	**25% off** prevailing rate	**20% off** prevailing rate	**15% off** prevailing rate	**10% off** prevailing rate

Sponsors at all levels receive attribution on applicable onsite signage and the event website; a 50 word company profile with logo and hyperlink on the event website; and attendee name, title and company provided two (2) weeks pre/post event.

*Staff Passes include speakers on the program | **Client passes are for Issuers Passes only

Thought Leadership

Event Co-Chair

$30,000

QTY: 2 AVAILABLE

Opportunity to assist with agenda and sessions topics (subject to programming/editorial approval)

Opportunity for co-chair to deliver opening remarks

Opportunity to provide one additional speaker for the program (subject to programming/editorial approval)

Luncheon Keynote Host

$20,000

QTY: EXCLUSIVE OPPORTUNITY

Opportunity to host an exclusive lunch with the keynote speaker. Topics and speaker subject to programming/ editorial approval

Panel Participant

$15,000

QTY: 25 AVAILABLE

Opportunity to provide one subject matter expert to participate in one of the editorially programmed sessions (subject to programming/editorial approval)

Editorial and programming will be responsible for recruiting additional panel participants

Thought Leadership

Breakfast Briefing

$25,000

QTY: EXCLUSIVE OPPORTUNITY

Opportunity to lead industry discussion during breakfast. Topic and speaker subject to programming/editorial approval

Sponsor literature placed on session seats (Content to be provided by sponsor and approved by show management)

Sponsor receives scanned leads from attending participants



Strategic Conversations

Networking Cocktail Reception

$30,000

QTY: 2 AVAILABLE

Sponsor name and logo featured prominently during conference reception, including custom napkins with sponsor logo

Opportunity to provide brief remarks directly before reception

Networking Refreshment Break

$17,500

QTY: 3 AVAILABLE

Sponsor name and logo featured prominently during break, including custom napkins and cup sleeves with sponsor logo

Networking Breakfast

$15,000

QTY: 2 AVAILABLE

Sponsor name and logo featured prominently during conference continental breakfast, including custom napkins and cup sleeves with sponsor logo

Strategic Conversations

Opening Dinner

$20,000

QTY: EXCLUSIVE OPPORTUNITY

Opportunity to host an exclusive evening dinner party

Closing Dinner

$20,000

QTY: EXCLUSIVE OPPORTUNITY

Opportunity to host an exclusive evening dinner party



Branding

Keynote Session Host

$20,000

QTY: 2 AVAILABLE

Opportunity to deliver brief opening remarks and introduce the keynote speaker

Speaker Ready Room

$15,000

QTY: EXCLUSIVE OPPORTUNITY

Sponsor name and logo featured prominently on signage outside room

Ability to leave one piece of 5x7 literature in room. Literature to be provided by sponsor and approved by show management

Branding

Event App

$15,000

QTY: EXCLUSIVE OPPORTUNITY

A co-branded (show/sponsor) image appearing on both the desktop and mobile app version of the Event App

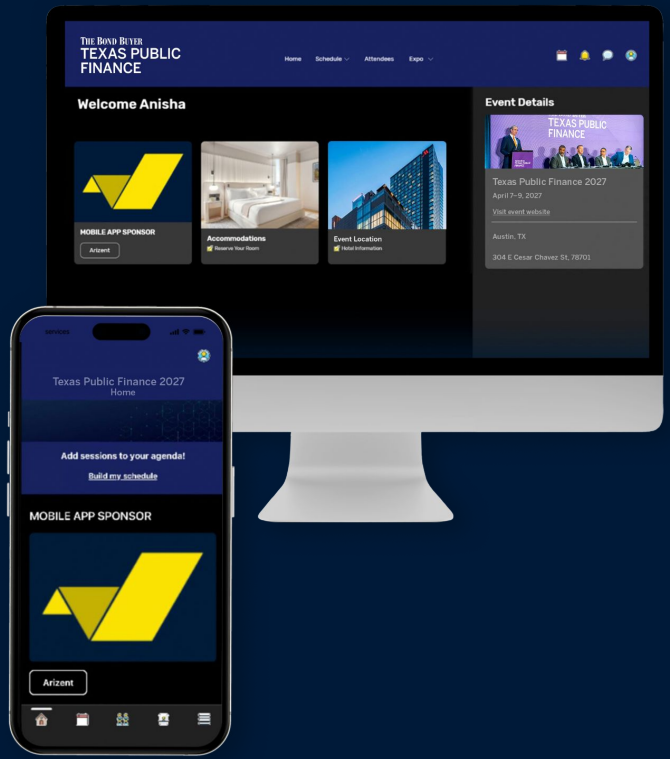
Dedicated home screen button for sponsor logo and name with hyperlink to in-app sponsor profile

Pocket Agenda

$10,000

QTY: EXCLUSIVE OPPORTUNITY

Sponsor name and logo featured prominently on pocket agenda distributed to all attendees



Branding

Registration
$15,000

QTY: EXCLUSIVE OPPORTUNITY

Exclusive branding of event registration, including sponsor logo on registration check in screens, registration desk kick panels, signage or welcome banner

WiFi
$20,000

QTY: EXCLUSIVE OPPORTUNITY

Sponsor name and logo featured prominently on the login information and signage

Sponsor name and custom WiFi password included on back side of attendee badges (must be booked at least 45 days prior to event)

Lanyard
$15,000

QTY: EXCLUSIVE OPPORTUNITY

Sponsor logo on custom badge lanyard distributed to all attendees

Water Bottle
$10,000

QTY: EXCLUSIVE OPPORTUNITY

Sponsor name and logo featured prominently on custom water bottle distributed to all attendees

Tote Bag*
$20,000

QTY: 2 AVAILABLE

Sponsor name and logo featured prominently with event logo on event tote bag distributed to all attendees

*Show management reserves the right to put items into the bag

Branding

Hotel Room Key

$15,000

QTY: EXCLUSIVE OPPORTUNITY

Sponsor name and logo featured prominently on hotel room key distributed to all attendees staying at the main hotel location

Padfolio

$20,000

QTY: EXCLUSIVE OPPORTUNITY

Sponsor name and logo featured prominently on event padfolio distributed to all attendees



Onsite Add-Ons

Layer an add-on onto any sponsorship level to extend your presence in the room.

Seat Drop

$5,000

QTY: 4 AVAILABLE

Sponsor literature placed on each attendee's seat at a session (content to be provided by sponsors and approved by show management)



Beyond the Event: Year-Round Programs

Extend your TEXAS PUBLIC FINANCE investment with The Bond Buyer programs that keep your brand in front of the muni market year-round.

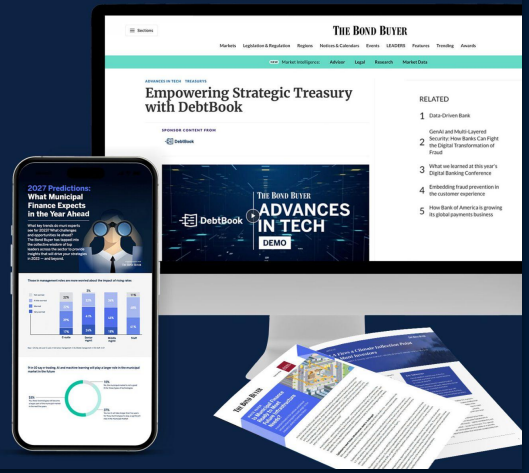
Research

Our Industry Insights research program positions you as an authority through original, data-backed research—delivering timely, topic-driven insights from our community that build credibility while generating actionable, targeted leads.



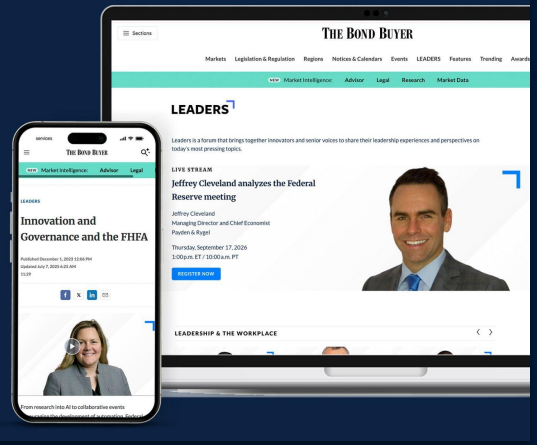
Custom Content

Our custom content experts blend deep audience insight with strategic storytelling to deliver written and video assets that establish your voice as a trusted resource and accelerate your demand generation and lead nurture goals.



Leaders

Sponsoring an editorially led LEADERS Live panel or a one-on-one LEADERS Partner Insights fireside chat puts your brand alongside trusted editorial voices—a high-impact forum to build thought leadership and drive demand with key target accounts.



Beyond the Event: Virtual Summits

Virtual Summits keep you in front of the municipal community between events, no travel required. Each one brings senior decision-makers together around a timely industry topic for real conversation and real strategy.



Programmed by experts

Agendas are set around the issues moving the industry right now



A seat on the agenda

Sponsors put an executive on stage alongside the industry leaders our audience came to hear



An audience you can follow up with

Co-branded promotion to our community, plus the full registrant list for your team

Virtual Summits run throughout the year, live and on demand, across all of our segments.

SEE THE CURRENT LINEUP

The Bond Buyer 2027 Event Calendar

This is where municipal finance leaders convene for strategic conversations that drive the industry forward.
Position your brand as a thought leader, solutions provider or partner to an audience of executives and decision-makers.



February 10–11 | New York, NY



April 7–9 | Austin, TX



May 17–19 | Tampa, FL



June 24 | New York City, NY



September 27–29 | Philadelphia, PA



November 2–4 | Los Angeles, CA

THE BOND BUYER

Let's build your year in munis

To confirm your partnership or
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