

2020 SPONSORSHIP GUIDE



GREATER HOUSTON
PARTNERSHIP

Making Houston Greater.



2020 SPONSORSHIP OPPORTUNITIES

The Greater Houston Partnership is Houston's leading business organization, representing more than 1,100 diverse businesses and organizations across the 11-county region. Working with, and on behalf of, the Houston business community, the Partnership strives to make Houston one of the world's best places to live, work and build a business.

The Partnership is a gathering place for community-minded business leaders who want to be involved in Houston's positive growth and influence our economic trajectory. Through the dedicated efforts of our members, the Partnership addresses Houston's unique challenges and champions the growth and success of our region.

We know that your business has a choice as to where it allocates its marketing and business development dollars. **We invite you to join us as a sponsor** and explore the many ways the Partnership can add value to your business through information exchange, branding and awareness and unrivaled networking and engagement.

Sponsor one, or several, of our many events and business resource groups in 2020 and learn more about our **Signature Sponsor program to receive additional annual benefits**. Together, let's make your business and Houston greater.

2020 EXECUTIVE PARTNERS



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Partnership Events

The Greater Houston Partnership's Signature Events add value to your business through information exchange, branding and awareness and high-level networking and engagement. Join us for our popular State of Series and the many new and unique opportunities to connect and be informed.

Exposure Opportunities for Your Brand

When you support the Greater Houston Partnership and its events, you gain exposure through our channels to targeted audiences.

The Greater Houston Partnership's reaches:

15K+
email
subscribers

112K
social media
followers

450,000
website visitors
annually



2020 ANNUAL MEETING

WINTER 2020



AUDIENCE ATTENDING:

- Business and economic leaders
- Elected officials and consular corps
- Company decision makers
- Partnership Board of Directors

The Greater Houston Partnership's Annual Meeting will kick off 2020, looking ahead at the organization's strategic initiatives. Set for January, 22, 2020, the Annual Meeting features a preview of what's to come in 2020 from incoming Chair, Bobby Tudor, Chairman, Tudor, Pickering, Holt & Co. LLC, as well as a look back at 2019's accomplishments from outgoing Chair, Scott McClelland, President H-E-B Food and Drug.

The Annual Meeting provides the opportunity to highlight your company to hundreds of local and global corporate leaders, elected officials, the international consular corps and the Partnership's Board of Directors. The Annual Meeting includes a Business Expo where members can showcase their business products and services before the main event. Sponsoring the Annual Meeting is a great way for your company to start 2020.

SPONSORSHIP LEVELS: \$4,500, \$6,000, \$10,000, \$12,000

MEMBER EXPO: \$500



FEDERAL ADVOCACY DELEGATION TO WASHINGTON D.C.

WINTER 2020

AUDIENCE ATTENDING:

- Business leaders
- Elected Officials and government leaders
- Public policy leaders
- Key constituent groups
- Partnership Board of Directors

Federal issues are important to the business community of a global city like Houston. The Partnership is leading a business delegation to Washington, D.C. to discuss federal issues with members of Congress, the White House, federal agencies and key stakeholders.

SPONSORSHIP LEVELS: Special Underwriting opportunities available



STATE OF HOUSTON'S PETROCHEMICAL INDUSTRY

WINTER 2020



AUDIENCE ATTENDING:

- Industry executives
- Partnership Board of Directors
- Company decision makers

As the Energy Capital of the World, Houston's energy industry is multi-faceted including a robust downstream sector. The second State of Houston's Petrochemical Industry is scheduled for March 3, 2020 and features Bob Patel, CEO, LyondellBasell Industries, who will share what is on the horizon for such an important sector of the greater Houston economy. Sponsors enjoy VIP access to some of Houston's top petrochemical companies and leaders.

SPONSORSHIP LEVELS: \$2,000 - \$10,000

RISE to the TOP

SPRING 2020



AUDIENCE ATTENDING:

- Women business leaders
- Company decision makers
- Partnership members
- Women ERG participants

Come celebrate International Women's Day with the Greater Houston Partnership on March 6, 2020 at its annual Rise to the Top event. The Partnership's Women's Business Alliance (WBA) invites you to be part of an energizing conversation featuring outstanding female executives and thought leaders.

The WBA provides professional development resources to empower high-performing women to advance their career opportunities, form strategic partnerships and build a network of advocates.

Demonstrate your company's commitment to supporting women's initiatives in the workplace by becoming a sponsor.

SPONSORSHIP LEVELS: \$3,000 - \$10,000

MEMBER EXPO: \$400

STATE OF THE SENATE

SPRING 2020



AUDIENCE ATTENDING:

- Elected officials and regional legislators
- Business and community leaders
- Corporate business decision makers
- Government relations representatives
- Partnership Board of Directors

The Partnership's State of the Senate is an annual event featuring one of Texas' two U.S. Senators, discussing topics important to the greater Houston region and our nation. Sponsoring the State of the Senate will offer a unique opportunity to spotlight issues important to your business in front of the leaders who represent Texas in our nation's capital.

SPONSORSHIP LEVELS: \$2,500-\$10,000

Illuminate Houston

An Innovation Conversation

SPRING 2020

AUDIENCE ATTENDING:

- HYPE members (Young professionals)
- Business executives
- Economic development and community leaders
- Entrepreneurs
- Tech community

This new Partnership event highlights Houston's and the nation's business and thought leaders who are challenging our way of thinking about the future. In this unconventional event, the audience and speaker have an opportunity to interact and discuss issues, trends and technologies and their impact on how we do business.

SPONSORSHIP LEVELS: \$1,500, \$3,000, \$5,000

STATE OF THE CITY

SPRING 2020



AUDIENCE ATTENDING:

- Company decision makers
- City and county leaders
- Economic development and community leaders
- Partnership Board of Directors

With more than 1,600 attendees in both 2018 and 2019, the State of the City features Houston's mayor delivering an annual keynote address to Partnership members and community leaders. As a sponsor of this event, you will have the opportunity to showcase your business in front of elected officials and business leaders who are dedicated to the future growth and vitality of our city.

SPONSORSHIP LEVELS: \$4,000, \$7,000, \$10,000, \$15,000



HOUSTON'S GLOBAL ECONOMY

ECONOMY SERIES

SPRING 2020



AUDIENCE ATTENDING:

- Globally focused executives
- Elected officials and consular corps
- Business and community leaders
- Partnership Board of Directors

As part of the Greater Houston Partnership's Economy Series, Houston's Global Economy provides an analysis of global business and economic trends and their impact on our local market. Featured speaker, Patrick Jankowski, Senior Vice President of Research for the Partnership, will deliver his annual Global Economy report.

This event will showcase your company as the exclusive sponsor in front of regional and international business and civic leaders and includes branding in the Global Houston Report, both online for the 2020 year and on our printed publication.

SPONSORSHIP LEVELS: \$15,000 EXCLUSIVE

STATE OF METRO

SPRING 2020



AUDIENCE ATTENDING:

- C-suite executives
- Engineering and transportation experts
- Elected officials
- Young professionals

METRO is renewing attention on a multi-modal approach to transportation for the Houston region called MetroNEXT. Hear from METRO leadership on how Houston is designing the future of transportation in our region. Showcase your company in front of Houston business leaders, elected officials and transportation experts.

SPONSORSHIP LEVELS: \$2,500, \$4,000, \$6,000

STATE OF ENERGY

SPRING 2020



AUDIENCE ATTENDING:

- Industry leaders
- Elected officials
- C-suite executives
- Partnership Board of Directors
- Globally focused executives

The energy sector is a key driver of the global economy and in no other place is it more important than Houston, the Energy Capital of the World.

The Greater Houston Partnership's annual State of Energy luncheon features top energy industry leaders' perspectives on one of the Houston region's key economic sectors. Past speakers include Chevron Corporation's Chairman and CEO, Michael K. Wirth (2019), Halliburton's President and CEO, Jeff Miller (2018), BP's Chief Executive, Lamar McKay (2017), and Ryan Lance, President and CEO, Conoco Phillips (2016). Position your company as a leader in front of more than 500 energy businesses and leaders.

SPONSORSHIP LEVELS: \$4,000, \$6,000, \$10,000 \$15,000

UPSKILL WORKS

SUMMER 2020



AUDIENCE ATTENDING:

- C-suite executives
- Industry leaders
- Education administrators & educators
- Human resources executives
- Workforce-focused professionals
- Community and social service organizations
- Public servants & public officials

The nature of work and what makes for a skilled workforce is rapidly changing. The UpSkill Works conference, hosted by UpSkill Houston, offers insights into how employers, educators, and the Greater Houston community can align and prepare our region for what's next in the future of work.

Now in its third year, UpSkill Works has emerged as Greater Houston's premier workforce conference. It is the forum for leaders of business, industry, education, and community organizations to engage with each other and forward-thinking national leaders addressing the Houston region's workforce challenges.

SPONSORSHIP LEVELS: \$2,500 - \$10,000

TALENT EXPO: \$400

ECONOMY SERIES

HOUSTON FACTS

SUMMER 2020

AUDIENCE ATTENDING:

- Corporate planners
- Market analysts
- Real Estate community, Relocation and Site Selection Consultants
- Economic development leaders
- Government agencies

The Greater Houston Partnership presents its new Economy Series event during the release of another popular publication, Houston Facts - a concise almanac for the Houston region. The Partnership's Senior Vice President of Research, Patrick Jankowski, will deliver the Facts and answer questions associated with Houston's population and demographics, living costs, educational systems, regional economy and quality of life and a host of other topics.

This event will showcase your company as the exclusive sponsor and includes branding in the Global Houston Report, both online for the 2020 year and on our printed publication.

SPONSORSHIP LEVELS: \$15,000 EXCLUSIVE

SOIRÉE

SUMMER 2020



AUDIENCE ATTENDING:

- Elected officials and consular corps
- Houston society
- Business and community leaders
- Partnership Board of Directors

The Greater Houston Partnership's Soirée is the organization's annual fundraising gala attended by more than 750 of Houston's dignitaries, consular corps, Partnership members and other community-minded business leaders. The event allows the Partnership to build on its mission to make Houston the best place to live, work and build a business. As a sponsor, your support of the Soirée will also support Partnership impact areas, such as diversifying Houston's industry base, building on city-wide innovation plans, developing and growing our workforce and improving our region's infrastructure and resiliency, to name a few.

Save-the Date of Saturday, August 22, 2020 and join us as a sponsor!

SPONSORSHIP LEVELS: \$3,000 - \$30,000



STATE OF THE HOUSTON REGION

FALL 2020



AUDIENCE ATTENDING:

- C-suite executives
- Regional leaders and businesses
- County Commissioners
- Elected officials
- Partnership Board of Directors

The Partnership's second State of the Houston Region will address issues and policies impacting the greater Houston area. From mobility and infrastructure improvements to innovation and workforce, this event will delve into topics affecting the state of our 11-county region.

SPONSORSHIP LEVELS: \$2,500 - \$10,000



STATE OF EDUCATION

OPPORTUNITY FOR ALL. EDUCATING HOUSTON'S FUTURE.

FALL 2020



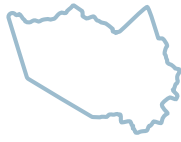
AUDIENCE ATTENDING:

- Education & business community
- Partnership Board of Directors
- Elected Officials

A strong education system is the bedrock of long-term success for our young people and Houston's ability to remain competitive with a talented workforce. The Partnership is a leading advocate for a high-quality education system that provides opportunity for all. Join us for the second State of Education event to learn how we can strengthen our region's education system to provide our children and young adults a future where they can prosper and succeed.

SPONSORSHIP LEVELS: \$2,500 - \$10,000

STATE OF THE COUNTY



FALL 2020



AUDIENCE ATTENDING:

- Company decision makers
- County and city municipal leaders
- Elected officials and their staff
- Economic development and community leaders
- Partnership Board of Directors

The Partnership presents one of its largest and most anticipated events, the Annual State of the County address. In addition to being the largest county in Texas, Harris County is the business and economic center of the greater Houston region. In this address, Harris County Judge Lina Hidalgo will discuss key issues impacting the county and our region. Showcase your business in front of local and state elected officials.

SPONSORSHIP LEVELS: \$5,000, \$7,000, \$10,000, \$15,000

HOUSTON NEXT

AN ERG SUMMIT

FALL 2020



AUDIENCE ATTENDING:

- ERG representatives
- Chief administration officers
- Human resources executives and D&I officers
- Business community

Is your company a leader in workplace diversity? Share your expertise with a local and national audience at the third annual 2020 Houston NEXT: An ERG Summit. During National Diversity Month, the nation celebrates how diversity makes our communities thrive. As the most diverse city in the nation, Houston has taken a leadership role in addressing diversity and inclusion in the workplace.

This event will introduce topics relevant to employee resource groups (ERGs), human resources and senior D&I (diversity and inclusion) leaders and share best practices on developing impactful programs.

SPONSORSHIP LEVELS: \$2,000 - \$15,000
TALENT RESOURCE BOOTH: \$500

STATE OF THE PORT

FALL 2020



AUDIENCE ATTENDING:

- Key trade stakeholders
- C-suite executives
- Economic development leaders
- Partnership Board of Directors
- Maritime leaders

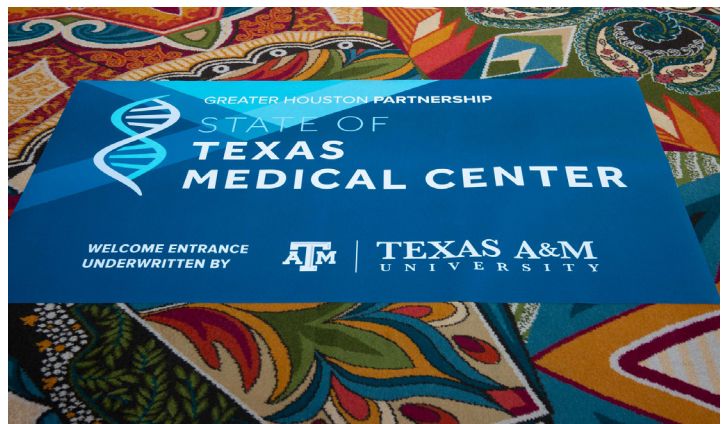
At this event, the Partnership will focus on the state of Houston's port and the global maritime industry. As the nation's largest port in foreign tonnage, Port Houston is an economic engine supporting Texas. Port Chair, Ric Campo, will address the port system's performance, future growth opportunities and capital investment plans.

As a sponsor of State of the Port, your company will be highlighted in front of key leaders in international business and logistics.

SPONSORSHIP LEVELS: \$3,000, \$5,000, \$7,000, \$10,000

STATE OF THE TEXAS MEDICAL CENTER

FALL 2020



AUDIENCE ATTENDING:

- Health care industry leaders
- TMC Institutions
- Elected officials
- C-suite executives
- Partnership Board of Directors

The State of the Texas Medical Center focuses on the Texas Medical Center's (TMC) role in advancing life sciences. Home to the brightest minds in medicine, TMC nurtures cross-institutional collaboration, creativity and innovation. Houston is not only recognized as a global leader in health care delivery and research, but also as an emerging center for biotech commercialization.

We invite you to join us for this unique opportunity to showcase your company in front of Houston's life sciences and business leaders.

SPONSORSHIP LEVELS: \$3,000, \$5,000, \$7,000, \$10,000

25TH ANNUAL GOLF CLASSIC

FALL 2020



AUDIENCE ATTENDING:

- C-suite executives
- Economic development and community leaders
- Partnership Board of Directors
- Golf enthusiasts

The Greater Houston Partnership Golf Classic celebrates its 25th year as Houston's premier business golf tournament and the ultimate client relations event. The Golf Classic will provide an excellent opportunity to build new business relationships in a casual, fun atmosphere. Sponsorship of this high-profile networking event will definitely put you on the leader board. Leveraging an excellent opportunity to foster relationships and build new prospects in a relaxed environment.

SPONSORSHIP LEVELS: \$800 - \$25,000

STATE OF THE AIRPORTS

FALL 2020



AUDIENCE ATTENDING:

- Aviation industry professionals
- Municipal airport personnel
- Municipal leadership
- Partnership Board of Directors

Join the Greater Houston Partnership at the State of the Airports event to learn where Houston's world-renowned airport system is heading.

The Partnership's State of the Airports will connect your organization with industry leaders in air transportation and logistics. Showcase your company or organization in front of airport leadership and receive sponsorship recognition and prominent logo placement at one of the region's most highly anticipated business events.

SPONSORSHIP LEVELS: \$3,000, \$5,000, \$7,000



2020 INDUSTRY FORUM

FALL 2020

AUDIENCE ATTENDING:

- Industry executives
- SME's in relevant industries
- Entrepreneurs & maker-space companies
- Workforce associations
- Regional educational institutions

The Greater Houston Partnership's economic development efforts culminate in this annual forum to share highlights from the work of its five industry committees: Biotech & Life Sciences, Digital Technology, Energy 2.0, Headquarters and Manufacturing & Logistics. We will discuss challenges and opportunities relevant to the sectors, business attraction strategies, and how we can boost our region's competitiveness.

SPONSORSHIP LEVELS: \$1,500



POLICY SUMMIT

FALL 2020

AUDIENCE ATTENDING:

- Government Relations professionals
- Partnership Board members
- Partnership Committees members
- SME's in all industries

The Greater Houston Partnership's public policy efforts are presented in this annual recap of its committee work: Business Issues, Public Education, Quality of Place, Health Care, Transportation, Infrastructure & Resiliency, Energy, Sustainability and Higher Education. We will discuss challenges and opportunities relevant to the sectors and actionable steps taken by the Partnership and its partners to find solutions to Houston's most pressing issues and a look ahead at the 2021 Texas Legislative Session.

SPONSORSHIP LEVEL: \$1,500



HOUSTON REGION ECONOMIC OUTLOOK

FALL 2020



AUDIENCE ATTENDING:

- Senior-level business executives
- Elected officials and their staff
- Economic development leaders
- Partnership Board of Directors
- Business economists

Position your company with a head start for the new year! The 2020 Greater Houston Partnership's Houston Region Economic Outlook event will share perspectives on the region's economy and a future outlook. The event will feature a presentation by a leading expert on the national economy and a panel of local experts. The Partnership's Senior Vice President of Research, Patrick Jankowski, will also provide the Partnership's employment forecast for 2021.

This event will be an excellent sponsorship opportunity for anyone invested in Houston's economic growth and prosperity.

SPONSORSHIP LEVELS: \$3,000- \$10,000

BUSINESS EXPO: \$450

Enhance Your Brand

With Partnership Business Resource Groups

The Partnership's Business Resource Groups are designed to provide members with valuable resources, professional, leadership and business development opportunities through engagement and networking events. Sponsorship opportunities that suit every business budget are available.

2020 BUSINESS RESOURCE GROUPS



BUSINESS BEYOND BORDERS



BUSINESS DEVELOPMENT



**EXECUTIVE WOMEN'S
PARTNERSHIP**



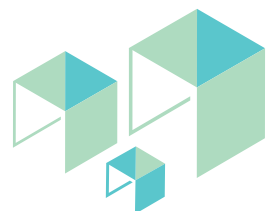
FUTURE OF TEXAS



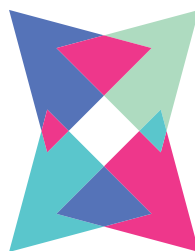
**HOUSTON YOUNG PROFESSIONALS
& ENTREPRENEURS**



**REGIONS &
NEIGHBORHOODS**



SMALL BIZ MATTERS



TALENT RESOURCES GROUP



**WOMEN'S
BUSINESS ALLIANCE**



Business Beyond Borders

Make global connections and build your business in foreign markets. Participants include global financial executives, trade representatives, Consular Corps and businesses who have global products or services.

- Go Beyond Series: Hear from distinguished speakers on global topics of interest while expanding your international connections and professional network. Past conversations included “Latin American Markets, Politics and Business Environment” and “The Circular Economy.” Series sponsorships from \$1,500 - \$5,000
 - Series sponsorships from \$1,500 - \$5,000
- Top Market Series: Provides Houston companies with global business knowledge and access to top export products and markets served by the U.S. Department of Commerce. Past events include “Discover Global Markets: Africa,” and “Europe LNG Opportunities”. Series sponsorships from \$1,500 - \$5,000.
 - Series sponsorships from \$1,500 - \$5,000
- Houston’s Global Economy (for more information see Events)
- Business Beyond Borders Podcast Series (for more information see Digital Programming section)



Business Development

This professional group provides a rich environment for members to make valuable business connections. Members include c-suite or principal, sales, marketing and business development professionals charged with growing their businesses.

Professional development training and networking opportunities include:

- Quarterly Meetings (\$1,000/per meeting)
- Progressive & Speed Networking Events (\$1,000/per meeting)
- Net Effect: The Power of Networking Reception (\$500 Expo Booths)
- Partnership’s Reception Saluting Houston’s Inc. 5000 honorees (\$5,000)





Executive Women's Partnership

EWP is Houston's premier networking group for top female executives from member companies with \$100M-plus revenue.

EWP members are invited to attend several intimate gatherings throughout the year. In addition to receiving VIP behind-the-scenes looks at our member companies and peer-to-peer networking opportunities, EWP also hosts a highly anticipated annual retreat.

- Rise to the Top (see Events section)



FUTURE OF TEXAS

The Future of Texas Series continues in 2020 as a network featuring influential leaders shaping our state and region. In 2019, we were honored to have hosted Congresswoman Lizzie Fletcher, Congressman Dan Crenshaw, Congressman Michael McCaul and Congressman Kevin Brady, to name a few.

Join us as a sponsor and highlight your organization to local, state and federally elected officials.

- Series Sponsorships (\$1,500, \$3,000, \$5,000)
- Future of Texas Podcast Series (for more information see Digital Programming section)





Houston Young Professionals and Entrepreneurs

Do you want to be recognized for growing and empowering your young talent? HYPE events keep young professionals and entrepreneurs connected, informed and inspired through professional, business and personal development opportunities. HYPE is also a great way for the business community and Partnership members to invest in their rising stars and the next generation of business leaders.

Annual Sponsorships:

- Annual Premier Sponsor \$10,000
- Annual Supporting Sponsor \$5,000

Event & Series Sponsorships:

- HYPEx Series (HYPE Networking and Experiential Events): \$3,000
- HYPE Thrive Series (Entrepreneur and Business Development Series): \$5,000
- Explore Your Passion Expo: \$4,000
- HYPE Power Hour (Spring & Fall): \$3,000 each
- HYPE + Houston Interns Presentations: \$750



Regions & Neighborhoods

Access business skills and opportunities that will help brand and develop your regional and neighborhood business. This group is open to all Partnership members located in our 11-county region, Art Districts, Wards, Main Street businesses and other unique economic zones and business centers.

Sponsorship opportunities:

- Quarterly, regional or neighborhood events and tours (Series sponsor - \$5,000)
- State of the Houston Region (for more information see Events listing)





Talent Resources Group

This important business resource group provides HR professionals, ERG leaders and recruiters with access to information to grow their companies' most important resource: talent. Topics will address talent attraction and retention, enhancing your corporate culture, as well as continuing education needs for HR and legal professionals.

Sponsorship opportunities:

- Houston NEXT: An ERG Summit (for more information see Events listing)
- Quarterly Workshops (\$1,000)
- Continuing education event (\$750)



Women's Business Alliance

Inspire. Influence. Grow. The Women's Business Alliance (WBA) provides professional development resources to empower high-performing women to advance their career opportunities, form strategic partnerships and build a network of advocates. WBA is an exclusive members-only networking group of mid-career women with a minimum of five years management experience.

Sponsorship opportunities:

- Quarterly events including after hours networking, education and development and conversations. Sponsorships start at \$1,500.
- Rise to the Top (view Events listing for full description)





HOUSTON Small Biz Connect

Big Plans for Partnership’s Small Business Members

Small Biz Connect will service a critical business community for the city and region. Research shows small businesses are the nation’s leading source of job creators and innovators representing 28.8 million companies and 56.8 million employees according to the U.S. Small Business Administration. In fact, Houston’s small businesses hub is driven by ethnically diverse workforce owners that ranks top ten among U.S. metros, according to U.S. Census Entrepreneur Survey. These numbers reflect a powerful engine influencing employment, entrepreneurialism and policy within the region.

“In order for economic prosperity to grow within the region, upward economic mobility must be nurtured in the present and future that is the Houston small business community,” said Bob Harvey, president and CEO of the Partnership. “As the largest chamber of commerce and economic development organization in the region, we have a platform to champion valuable business connections among high-growth small businesses – and the services to provide professional development training and on-demand digital programming – fulfilling its mission to provide inclusive access to all.”



Small Biz Matters

This business resource group is designed for high-growth, smart, small businesses to make valuable business connections. Members include c-suite or principal, sales, marketing and business development professionals.

Sponsorship opportunities:

- CEO Roundtable Series - \$4,500, exclusive
- Digital on-demand video series: (for more information see Digital Programming)
- Small Biz podcast series (for more information see Digital Programming)
- Business expos (See events listing)

Houston Small Biz Connect will carry quality programming, including Small Biz Matters and be available to qualified small businesses with 50 or fewer global employees with membership benefits including:

BUSINESS OPPORTUNITIES:

- Membership Mixers
- Access to Councils & Business Resource Groups
- Invitations for C-suite executive to Small Business CEO Roundtables
- Trade Shows (must qualify)

DISCOUNTS:

- Publications (*Here is Houston Relocation Guide, Houston Economic Development Guide*)
- Signature Event Registrations
- Partnership Tower meeting room access

BRANDING / EXPOSURE:

- Partnership Business Expos
- Lower cost sponsorships (Breakfasts, Councils)
- Listed as Preferred Vendor (once qualified)
- Online listing in Member Directory
- Speakers Bureau

For more information and to learn how to qualify for Houston Small Biz Connect, contact member.engagement@houston.org.

Digital Programming Sponsorship

The Partnership produces a series of podcasts focused around the organization's work in specific areas, from small business to public policy. Some podcasts may be condensed to several months while others will be produced and released across the full year. Our team can share more details about the specific podcast you're interested in sponsoring.

PARTNERSHIP PODCASTS **\$7,500 PER SERIES**

HOUSTON ECONOMY An interview style discussion with members of the Partnership's Research team around key components of the Houston economy—from home sales and workforce to employment and trade. Episodes: 12+

BUSINESS BEYOND BORDERS In this interview-style podcast we'll explore topics of interest to those in Houston doing business around the world. Guests may include members of the Houston Consular Corps, bilateral chambers, executives with multinational companies and others. Episodes: 12+

FUTURE OF TEXAS This periodic podcast will touch on public policy topics affecting Houston business. Guests will include elected officials, members of Partnership public policy committees and others helping shape the future of the region. Episodes: 12+

SMALL BIZ INSIDER This podcast highlights the innovative business owners, entrepreneurs and leaders of the greater Houston area making a big impact in the small business community. Episodes: 12+

SMALL BIZ INSIDER VIDEO SERIES **\$15,000 SERIES**

Accompanying the Small Biz Insider Podcast, the Small Biz Insider video series features local small business owners and entrepreneurs sharing insight and helpful tips on business issues pertinent to growing your business.

Sponsor Benefits

LENGTH OF SPONSOR MENTION

15-30 seconds, or 2-3 sentences

EXAMPLE OF LANGUAGE FOR SPONSORS *

Support for Small Biz Insider comes from/is brought to you by Company – [insert Company mission/service].
More at Company – dot – com.

*Content is subject to Partnership approval

DIGITAL PLACEMENT OF SPONSOR

Sponsor logo on Houston.org podcast page
Sponsor logo on Podbean page

GREATER HOUSTON PARTNERSHIP COUNCILS



PROMOTE YOUR SERVICES AT COUNCILS

Partnership Councils are complimentary, members-only, lunch topics followed by structured meet-up sessions that provide excellent opportunities to gather with your peers and leading experts from the business community. Council topics ranging from innovation to quality of life allow members to gain insights into the key trends and issues impacting the Houston region's economy.

Sponsorships are available (\$750 per luncheon)

- Sponsor logo will be featured on agenda and event page listing on houston.org
- Provide three-minute remarks and handouts to audience
- Table or booth at council meeting



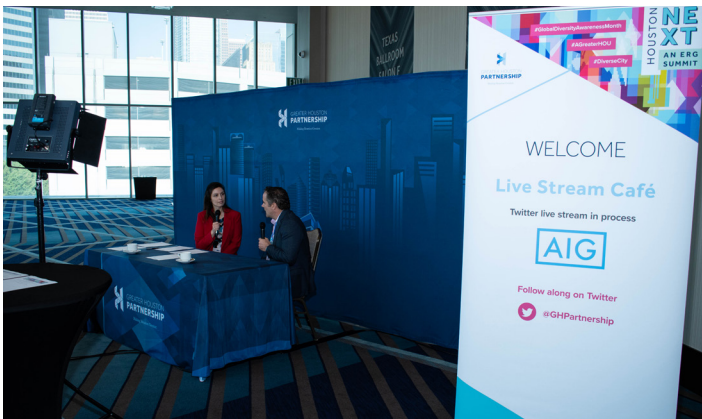
UNDERWRITING OPPORTUNITIES

Exclusive branding is available through underwriting specific portions of Signature events. As an exclusive underwriter, your company receives logo recognition distinct from the event sponsorship and provides your company marketing exposure.

UNDERWRITING OPPORTUNITIES INCLUDE:

- VIP Registration
- Business Expo
- Interactive Audience Polling
- Live-Stream Video
- Networking Café
- Photography
- Program
- Social Media
- Welcome Entrance
- VIP Reception

Please contact our Events & Programs department at events@houston.org to learn more information about exclusive underwriting opportunities.



CUSTOMIZE YOUR SIGNATURE SPONSOR EXPERIENCE

Create your custom 2020 Signature Sponsor plan of action with the Greater Houston Partnership's Signature Events & Business Resource Groups. With your minimum \$30,000 investment, you can become a Signature Sponsor and leverage your company's profile with high visibility and exclusive benefits.

As a Signature Sponsor, your organization gains recognition year-round. Select the Events & Business Resource Groups where you would like to enhance your company brand with sponsorship coverage. The 2020 Signature Sponsor program has a limited number of sponsor openings. Reserve your position among this group of elite companies to receive Signature Sponsor benefits.

2020 SIGNATURE SPONSOR BENEFITS:

- Company logo displayed in weekly events emails
- Company logo on houston.org/events landing page with a hyperlink to your organization's website
- Company logo inclusion on each Signature Event webpage with a hyperlink to your organization's website
- Announcement at Annual Meeting
- Company logo inclusion on Signature Sponsor banner at all Signature Events
- Company logo displayed on centerpieces or video screens at every event
- Invitation to VIP receptions at Signature Events
- Access to Signature Events attendee registration list upon request

ASK ABOUT OUR NEW "ELITE SPONSOR" LEVEL.



THANK YOU!

The Greater Houston Partnership wants to say THANK YOU to our 2019 Sponsors and Underwriters!*

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*As of August 31, 2019

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