

SPONSORSHIP GUIDE

JULY - DECEMBER 2020

GREATER HOUSTON **PARTNERSHIP**

Make an Impression on Houston's Business Community

Working with, and on behalf of, Houston's business community and our 1,100 member companies, the Greater Houston Partnership strives to make Houston one of the world's best places to live, work and build a business. During these unprecedented times, the Partnership is committed to leading Houston's business community, aiding in the recovery, reopening and restoration of the economy following the COVID-19 pandemic and related economic downturn.

As we navigate the new normal, the Partnership continues to deliver what members value most through the development of new virtual programming and digital content that offers the quality, expertise and content richness Partnership events are known for.

Through our robust virtual events, Business Resource Groups and digital products, we are proud to offer a wide range of sponsorship opportunities that:

- **Raise brand awareness**
- **Offer business connections, exclusive VIP access, and visibility**
- **Position your message in front of business decision-makers**
- **Align your company with the Partnership's mission**

We want to assist YOU in identifying the audience and offerings that cater to
YOUR BRANDING INITIATIVES.

Get in touch to develop your customized plans to meet your marketing needs:
Terry Leibowitz, Director, Member Engagement and Sponsorships tleibowitz@houston.org

EXPOSURE = BRANDING INFLUENCE

When you support the Greater Houston Partnership and its virtual programming through sponsorship, you gain exposure to Houston's business leaders through our channels.

THE GREATER HOUSTON PARTNERSHIP REACHES:

15K+ WEEKLY EMAIL
SUBSCRIBERS



11K SOCIAL MEDIA
FOLLOWERS



450,000 WEBSITE VISITORS
ANNUALLY



1/5 OF THE REGION'S
TOTAL WORKFORCE



9,500+ VIRTUAL EVENT
ATTENDEES
(MARCH - JUNE)



A wide range of opportunities are available, offering branding exposure through all Partnership marketing avenues.

**WHERE WILL YOUR
BRAND MAKE THE
BIGGEST IMPACT?**

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VIDEO **SMALL BIZ INSIDER** | BUSINESS BYTES
PODCASTS

WEBINARS AND SIGNATURE EVENTS

The Partnership offers frequent webinars discussing the workforce and economic impacts of COVID-19. Check out our webinar series.

Our "State of" series is taking the stage in the virtual world, featuring global, national, regional and local business and policy leaders, who offer thoughtful perspectives and insight on the region's most pressing topics. With varying virtual event formats, from simulcast to live-streamed events, the Partnership's virtual events offer various opportunities for exposure.

Webinar Series



Economic Updates featuring Patrick Jankowski, SVP, Research for the Greater Houston Partnership presents monthly updates culminating in his annual Houston Economic Forecast in December. **SOLD**



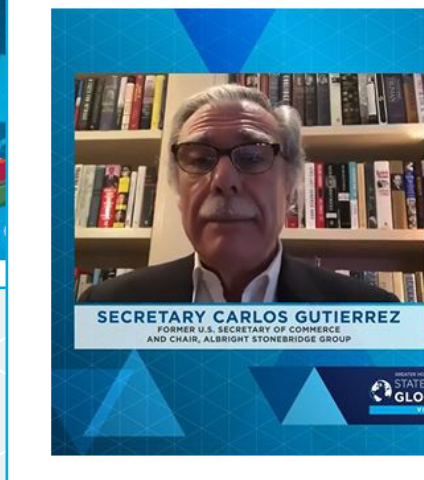
Industry and academic leaders join the Greater Houston Partnership to discuss innovation and opportunities related to our regional industry clusters (Aerospace, Digital Technology, Energy, Life Science, Headquarters, Manufacturing).



A blend of speakers and topics including Future of Work, Skills Development and Navigating 21st Century Careers, will be highlighted in this new webinar series.

Virtual Signature Events

SEE A SIGNATURE EVENT IN ACTION



Virtual Signature Events



STATE OF THE SENATE

This year's event features U.S. Senator John Cornyn discussing policy issues pertinent to the greater Houston region and our nation on August 7.

STATE OF THE CITY

City of Houston Mayor Sylvester Turner presents his 5th annual State of the City address.

STATE OF THE HOUSTON REGION

Hear from regional policy leaders on the greater Houston area's emergency response, infrastructure and other issues impacting the 11-county region on September 25.

STATE OF THE COUNTY

Harris County Judge Lina Hidalgo will discuss how the third-largest county in the nation has responded the COVID-19 pandemic and her priorities for the year ahead on November 12.



Virtual Signature Events

STATE OF THE PORT

On October 13, Port Houston Chair Ric Campo will discuss how global trade, the energy downturn and discussions around deepening and widening the Houston Ship Channel are impacting the nation's largest port in foreign tonnage.

STATE OF THE AIRPORTS

Houston Airport System Director Mario Diaz examines the current state of Houston airports and the future implications for the transportation industry amidst the continuing effects from COVID-19 on October 2.

STATE OF METRO

Hear from METRO leadership on how Houston is moving forward with its transportation plan for future transportation needs of our region.

POLICY SUMMIT

As we approach the 2021 Texas Legislative Session, Policy Summit will examine actionable steps taken by the Partnership and its partners to find solutions to Houston's most pressing issues.

Virtual Signature Events



Illuminate Houston

An Innovation Conversation

This new Partnership event will provide Houston young professionals and entrepreneurs a glimpse into Houston's growing innovation ecosystem and challenge our way of thinking about the future of business.

STATE OF **SPACE**

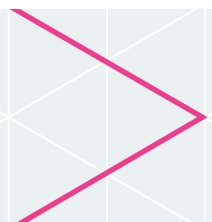
Houston is a pioneering hub in the aerospace and aviation sector. This inaugural event will explore NASA's advances in science, technology, engineering, and Johnson Space Center's vital endeavor into space commercialization.

STATE OF **ENERGY**

Industry leaders reflect on how Houston can lead in the evolution of the energy industry amidst historic downturn and global pandemic.

STATE OF THE **TEXAS MEDICAL CENTER**

Hear from President and CEO of TMC, Bill McKeon on how the world's largest medical complex has addressed the global pandemic and what lies ahead for the hub of innovation collaboration.

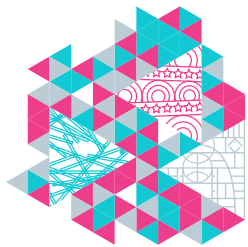


Virtual Signature Events



USMCA DAY

This full-day conference on September 1, explores how the newly instituted United States-Mexico-Canada Agreement (USMCA) will impact energy, tech, aerospace, exports and global trade with business leaders. This event will also feature a keynote address from U.S. Secretary of Commerce Wilbur Ross.

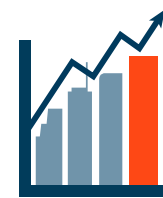


ECONOMY SERIES ARTS, CULTURE, TOURISM & SPORTS

Houston's Arts, Culture, Tourism and Sports industries not only enhance the community's quality of life, but they are also significant drivers of the local economy. In this event, the Partnership will discuss how these sectors and institutions impact regional growth and how the world of large gatherings will change in the new normal.

2020 HOUSTON FACTS

Get in-depth analysis on the publication corporate planners, market analysts and government agencies have turned to for authoritative information on this region for more than 60 years on August 4. **SOLD**

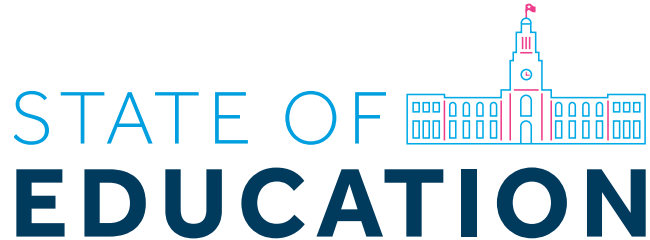


HOUSTON REGION ECONOMIC OUTLOOK

This event will share perspectives on the state of the region's economy and a look ahead at 2021. The Partnership's Senior Vice President of Research, Patrick Jankowski, will also provide the Partnership's employment forecast for the coming year. Set for December 2.



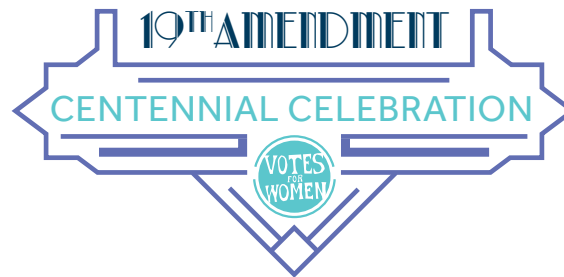
Virtual Signature Events



2020's State of Education will be a special two-part event. On September 18, Commissioner of Higher Education for the Texas Higher Education Coordinating Board, Dr. Harrison Keller will deliver a keynote address discussing our state's higher education system. The second part, taking place later in the fall, will feature a panel of experts representing various regional higher education institutions.



On October 16, we will bring together D&I, HR leaders and talent attraction professionals to explore how Houston must take a leadership role in addressing diversity, equality, inclusion and justice in our workplaces.



Join us on August 18 to celebrate the Women's Suffrage Centennial. The 19th Amendment to the U.S. Constitution granted American women the right to vote, a right known as women's suffrage, and was ratified on August 18, 1920.

25TH ANNUAL GOLF CLASSIC

Join the Partnership for the ultimate client relations events as we celebrate the 25th year of Houston's premier golf tournament at the recently renovated Memorial Park Golf Course on November 19.

The Golf Classic is an excellent opportunity to build new business relationships in a casual, fun and socially-distanced atmosphere. Get brand exposure on and off the course and align your company with the Partnership's mission to make Houston greater.

OUR CLASSIC THROUGH THE YEARS THANKS TO OUR PAST HONORARY CHAIRS

Dan Bellow

President-Houston, JLL

David McClanahan

Former President and CEO of CenterPoint Energy

Jamey Rootes

President, Houston Texans

Richard Rawson

Former President, Insperty

Bobby Robbins

Former President, Texas Medical Center

Cindy Taylor

President & CEO, Oil States International

Blake Pounds

Managing Director, Houston, Accenture

Stephen Trauber

Vice Chairman and Global Head of Energy, Citigroup

Live & In-Person!



TEAMS, PLAYERS, COMPANIES

The Partnership's Golf Classic has brought out Houston's corporate community for more than twenty years to mix business with a passion for golf. Here's a sample of some of those corporate participants.

Accenture

Houston Methodist

Schlumberger

BB&T

Houston Texans

Shell

CenterPoint Energy

Insperty

Silver Eagle/Bud Light Distributors

Chevron

Memorial Hermann

Texas Medical Center

Citigroup

Mitsubishi Corporation

Toshiba International Corporation

Ernst & Young

JPMorgan Chase

The Friedkin Group

ExxonMobil Corporation

JLL

University of Houston

Group 1 Automotive

Oil States International

Wells Fargo

COUNCILS

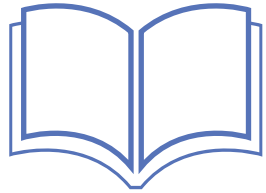
Partnership Councils are members-only information sessions featuring leading experts from the business community. Council topics range from innovation to quality of life and allow members to gain insights into the key trends and issues impacting the Houston region's economy, sustainability and growth moving forward.



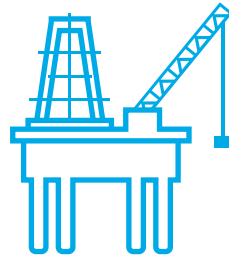
Arts, Culture,
Tourism and Sports



Economic
Development



Education and
Workforce



Energy



Health Care



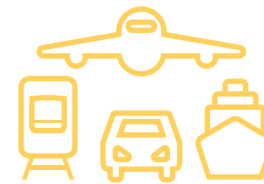
Houston
Economy



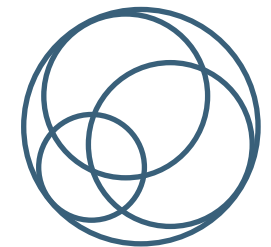
International
Trade



Quality of Life



Transportation



Innovation

BRG Target Audiences Include:



BUSINESS BEYOND BORDERS

People doing business internationally, from global financial executives to trade representatives



BUSINESS DEVELOPMENT

Sales and business development professionals



EXECUTIVE WOMEN'S PARTNERSHIP (EWP)

Senior female executives from member companies with \$100M-plus revenue



FUTURE OF TEXAS

Government relations and public affairs professionals



HOUSTON YOUNG PROFESSIONALS & ENTREPRENEURS (HYPE)

Young professionals seeking networking and development opportunities



REGIONS & NEIGHBORHOODS

Professionals interested in community engagement and economic development updates throughout the region



SMALL BIZ MATTERS

C-suite or principal, sales, marketing and business development professionals at companies with 50 or fewer employees



TALENT RESOURCES GROUP (TRG)

Human resource professionals, diversity and inclusion officers and employee resource group leaders



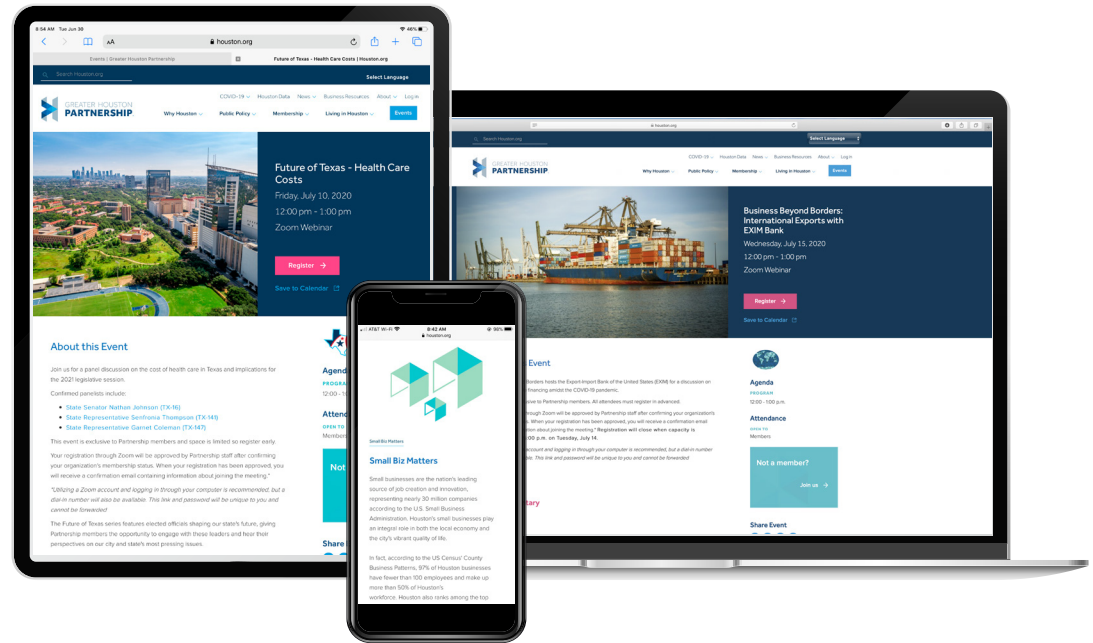
WOMEN'S BUSINESS ALLIANCE (WBA)

Female managers with 5+ years' experience looking to form strategic partnerships

BUSINESS RESOURCE GROUPS (BRGS)

The Partnership's Business Resource Groups (BRGs) are designed to provide like-minded individuals with valuable resources, professional, personal and business development opportunities through engagement and networking events.

Event sponsorship opportunities include small group virtual networking and professional development events with placement in webinar promotions and digital resources.



DIGITAL ON DEMAND PROGRAMMING

ON DEMAND VIDEO



A companion piece to the Small Biz Insider Podcast, the Small Biz Insider video series features local small business owners and entrepreneurs sharing insights and helpful tips on business issues pertinent to growing your business. Episodes: 6 total, **4 REMAINING**



Byte-sized sponsored content* establishing your company as an expert and providing business decision-makers with timely information and useful data.

Business Bytes are pre-produced, 5-7 minute sponsored content pieces, discussing relevant business topics including, but not limited to, technology, economic updates, innovation, leadership, workforce/talent.

**Sponsored content requires subject matter expertise and is subject to Partnership approval.*

PODCASTS



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: **SOLD**



This podcast highlights the innovative business owners, entrepreneurs and leaders of the greater Houston area making a big impact in the small business community. **SOLD**

 [SEE MORE AND SUBSCRIBE](#)

SMALL BUSINESSES, BIG IMPACT

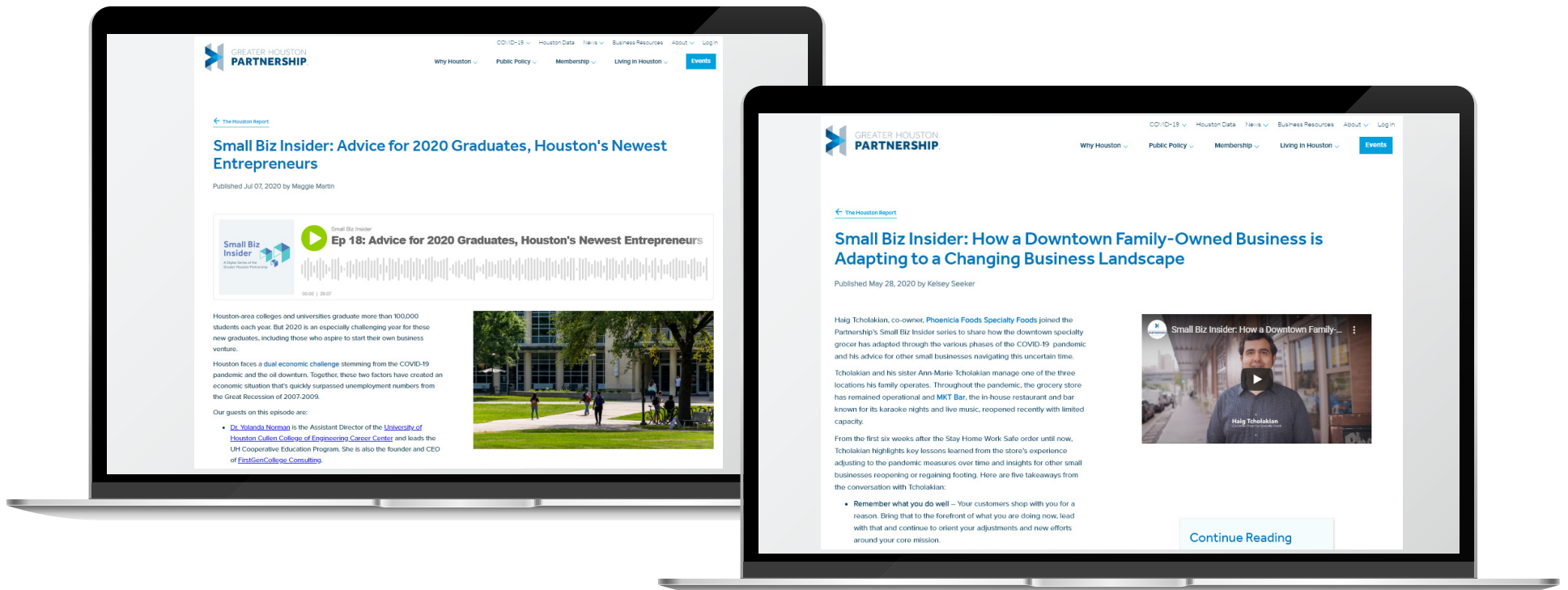
The Partnership's Small Biz Matters Business Resource Group offers curated resources, digital programming, and a valuable platform to champion business connections and information.

WITH THESE OFFERINGS COME VALUABLE BRANDING OPPORTUNITIES FOR

- Companies to position themselves in front of high-growth, smart small businesses
- Houston-area small business executives as thought leaders offering subject-matter expertise on topics important to the small business community. Qualified small businesses also have access to additional low-cost sponsorships.

OPPORTUNITIES INCLUDE

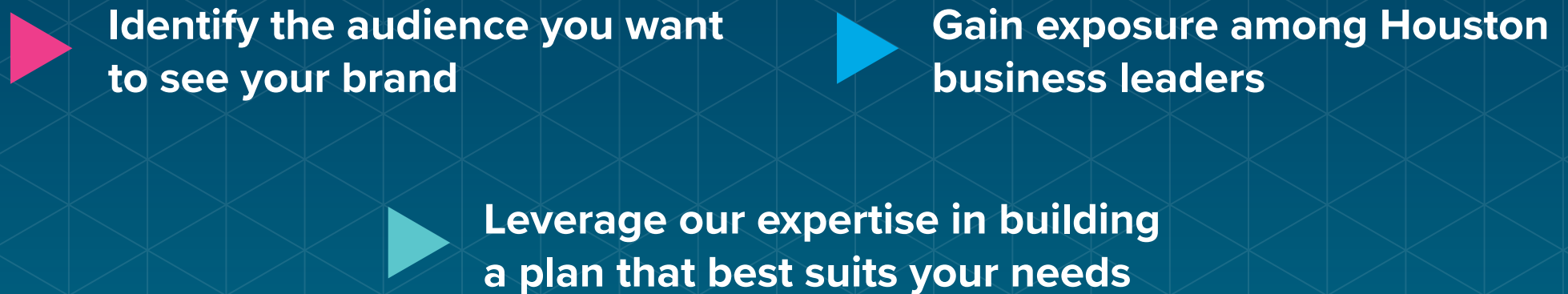
- Small Biz Insider Podcast (SOLD) and Video Series
- Virtual networking events



Reach out to find out how you can take advantage of these unique opportunities.
Terry Leibowitz, Director, Member Engagement and Sponsorships tleibowitz@houston.org to get started.

DEVELOP YOUR PLAN OF ACTION

Now that you've seen the opportunities, it's time to secure your sponsorship placement.



Contact **Terry Leibowitz**, Director, Member Engagement and Sponsorships
tleibowitz@houston.org to get started.

I am interested in learning more about sponsorship opportunities for the following events:

Houston Facts

August 4, 2020

State of the Senate

August 7, 2020

19th Amendment Centennial Celebration

August 18, 2020

USMCA Day

September 1, 2020

State of Education

Part I: September 18, 2020

Part II: Fall 2020

State of the Houston Region

September 25, 2020

State of the Airports

October 2, 2020

State of the Port

October 13, 2020

Houston NEXT: An ERG Summit

October 16, 2020

State of the County

November 12, 2020

25th Annual Golf Classic

November 19, 2020

Houston Region Economic Outlook

December 2, 2020

Economy Series: Arts, Culture, Tourism and Sports

Fall 2020

Illuminate Houston: An Innovation Conversation

Fall 2020

Policy Summit

Fall 2020

State of the City

Fall 2020

State of Energy

Fall 2020

State of METRO

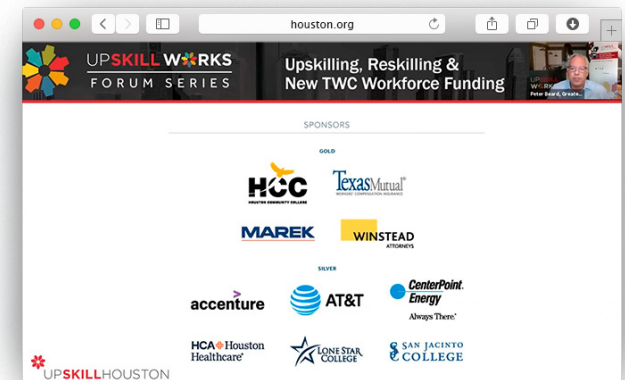
Fall 2020

State of Space

Fall 2020

State of the Texas Medical Center

Fall 2020



Contact **Terry Leibowitz**, Director, Member Engagement and Sponsorships tleybowitz@houston.org to learn more about these event opportunities.

*Dates to be confirmed and are subject to change.

JOIN US AS A 2021 SIGNATURE SPONSOR

Create your custom 2021 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 2021 Signature Sponsor program has a limited number of sponsor openings. Reserve your position among this group of elite companies to receive Signature Sponsor benefits.

2021 Signature Sponsor Benefits:

COMPANY LOGO DISPLAYED IN

- Weekly events emails
- Houston.org/events landing page with a hyperlink to your organization's website
- Signature Event webpage with a hyperlink to your organization's website
- Signature Sponsor banner or digital recognition at all Signature Events
- Centerpieces or video screens at every Signature event

INVITATION TO ALL VIP RECEPTIONS

at Signature Events

Announcement at **ANNUAL MEETING**

Access to **SIGNATURE EVENTS ATTENDEE REGISTRATION LIST** upon request

The Greater Houston Partnership thanks our 2020 Sponsors and Underwriters*

23 rd World Petroleum Congress Organizing Committee	CivilTech Engineering, Inc.	Ignite Healthcare	Texas A&M University
Accenture	Clear Channel Outdoor	Intervale Capital	Texas A&M University Mays Business School
Access Sciences Corporation	Comcast	Jacobs	Texas Central
AECOM	Dannenbaum Engineering Corporation	JLL	Texas Medical Center
AIG	Deloitte	Legacy Community Health Services	Texas Southern University
Apache Corporation	Direct Energy	LyondellBasell Industries	Texas Star Alliance
AT&T	East West Bank	Marathon Oil Corporation	The Awty International School
BB&T Now Truist	Engie North America Inc.	Mercer	The Boeing Company
BBVA	Ernst & Young LLP	Mitsubishi Corporation (Americas)	The Dow Chemical Company
Bechtel Oil, Gas and Chemicals	ExxonMobil Corporation	NewQuest Properties	The Friedkin Group Inc.
Blue Cross and Blue Shield of Texas	Fifth Third Bank	North Houston District	The University of Texas MD Anderson Cancer Center
BP America, Inc.	Frost Bank	Norton Rose Fulbright	Thompson & Knight LLP
Bracewell LLP	Greater Houston Builders Association	Page	Traffic Engineers, Inc.
Cadence Bank	Group 1 Automotive Inc.	Pasadena Economic Development Corporation	United Airlines
Calpine Corporation	Haynes and Boone, LLP	Phillips 66	UTHealth
Capital One Bank	HCA Houston Healthcare	PNC Bank	Verizon
Cardno, Inc.	H-E-B	Port Houston	Vinson & Elkins LLP
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ChaiONE Inc.	Hines	RSM US LLP	Westlake Chemical Corporation
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Chevron	Houston First Corporation	San Jacinto College System	Zarinkelk Engineering Services, Inc.
Cigna	HP Inc.	Sempra Energy	
CITGO Petroleum Corporation	Hunton Andrews Kurth LLP	Shell Oil Company	
	Husch Blackwell LLP		

*As of June 1, 2020

2020 Signature Sponsors



Production Partner



Executive Partners

