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.

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

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
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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- Webinars and Signature Events
- Business Resource Groups (BRGS)
- Councils
- Digital on Demand Programming
  - 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

ECONOMY 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

HOUSTON INDUSTRY SERIES

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).

UPSKILL WORKS FORUM SERIES

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
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 on October 22.

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 downtown 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, (remove commas) 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.

**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.

**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

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 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.

STATE OF ENERGY

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

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.
Virtual Signature Events

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.

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.

State of Education

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 on November 17, will feature a panel of experts representing various regional higher education institutions.
Virtual Signature Events

NEXT
HOUSTON
AN ERG SUMMIT

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.

19th Amendment Centennial Celebration

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.
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.

Live & In-Person!

Dan Bellow  
President-Houston, JLL

David McClanahan  
Former President and CEO of CenterPoint Energy

Jamey Rootes  
President, Houston Texans

Richard Rawson  
Former President, Insperity

Bobby Robbins  
Former President, Texas Medical Center

Cindy Taylor  
President & CEO, Oil States International

Blake Pounds  
Managing Director, Houston, Accenture

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Managing Director, Houston, Accenture

Stephen Trauber  
Vice Chairman and Global Head of Energy, Citigroup

OUR CLASSIC THROUGH THE YEARS  
THANKS TO OUR PAST HONORARY CHAIRS

Accenture  
Houston Methodist

BB&T  
Houston Texans

CenterPoint Energy  
Insperity

Chevron  
Memorial Hermann

Citigroup  
Mitsubishi Corporation

Ernst & Young  
JPMorgan Chase

ExxonMobil Corporation  
JLL

Group 1 Automotive  
Oil States International

Schlumberger  
Shell

Silver Eagle/Bud Light Distributors  
Texas Medical Center

Toshiba International Corporation  
The Friedkin Group

University of Houston  
Wells Fargo

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.
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.
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

BUSINESS BYTES

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, leibowitz@houston.org, to get started.

2020 Fall Sponsorship Guide 16
DEVELOP YOUR PLAN OF ACTION

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

Identify the audience you want to see your brand
Gain exposure among Houston business leaders
Leverage our expertise in building a plan that best suits your needs

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: November 17, 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 City**  
October 22, 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 Energy**  
Fall 2020

**State of Space**  
Fall 2020

**State of the Texas Medical Center**  
Fall 2020

*Dates to be confirmed and are subject to change.

Contact [Terry Leibowitz](mailto:tleibowitz@houston.org), Director, Member Engagement and Sponsorships, to learn more about these event opportunities.
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*

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Access Sciences Corporation
AECOM
AIG
Apache Corporation
AT&T
BB&T Now Truist
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BP America, Inc.
Bracewell LLP
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Calpine Corporation
Capital One Bank
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Cheniere Energy, Inc.
Chevron
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Group 1 Automotive Inc.
Haynes and Boone, LLP
HCA Houston Healthcare
H-E-B
Hess Corporation
Hines
Houston Contractors Association
Houston First Corporation
HP Inc.
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JLL
Legacy Community Health Services
LyondellBasell Industries
Marathon Oil Corporation
Mercer
Mitsubishi Corporation (Americas)
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The Awty International School
The Boeing Company
The Dow Chemical Company
The Friedkin Group Inc.
The University of Texas MD Anderson Cancer Center
Thompson & Knight LLP
Traffic Engineers, Inc.
United Airlines
UTHealth
Verizon
Vinson & Elkins LLP
Waste Management, Inc.
Westlake Chemical Corporation
Winstead PC
Zarinkelk Engineering Services, Inc.

*As of June 1, 2020