Tap into Houston's Business Community

The Greater Houston Partnership works alongside our 1,000 member companies to advance Houston as a great global city, securing its position as one of the best places to live, work and build a business among the world’s major metros.

As we face an ever-changing business landscape, the Partnership is committed to leading Houston’s business community and economy through restoration and long-term growth.

The Partnership’s strength lies in its ability to connect high-level business executives, thought leaders and elected officials with the region’s broader business community.

Our team can assist you in identifying the best audience and offerings that cater to your BRANDING GOALS AND OBJECTIVES.

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

Tap into the Partnership’s leading audience by sponsoring or underwriting our robust events, Business Resource Groups and digital products, which offer a wide range of 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

2021 Sponsorship Guide
EXPOSURE = BRANDING INFLUENCE

Audience and Market Reach
The Greater Houston Partnership reaches:

20K+ WEEKLY EMAIL SUBSCRIBERS

11K SOCIAL MEDIA FOLLOWERS

450,000 WEBSITE VISITORS ANNUALLY

20,000+ VIRTUAL EVENT ATTENDEES

WHERE WILL YOUR BRAND MAKE THE BIGGEST IMPACT?

Member companies range in size, industry and expertise that offer an unlimited supply of unique audiences with an appetite for consuming the Partnership’s expert programming, content and information.

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

Known for our Signature Events, the Partnership features expert speakers, elected officials, and community partners who offer the latest insights on key industries, strategic initiatives, the economy and public policy issues facing the greater Houston region.

The Partnership offers a blend of single day events and long-format offerings which extend programming and discussions over several days. Signature Events consist of the revered "State of" series, economy-focused events and conversations around special interest groups including talent professionals, policy makers and female leaders.

The Partnership's 2021 slate of events offer maximum branding through logo recognition, speaking opportunities and access to VIP receptions.*

*Opportunities subject to availability where applicable. Event offerings subject to change based on speaker availability.
**SPECIAL EVENTS**

Sponsors and underwriters of the Partnership's special events highlight their dedication to the Houston community by supporting events that bring hundreds of Houston leaders together to celebrate everything that makes Houston a great global city.

The Partnership's annual gala offers a memorable evening that showcases Houston as an epicenter of culture, commerce and opportunity. Supporters of the event demonstrate their dedication to the Partnership's mission of making Houston one of the best places to live, work and build a business.

Colloquially known as the game of business, a round of golf on the greens offers excellent opportunities to build relationships and connections over 18-holes. The Partnership's annual Golf Classic is now hosted at Houston's premier Memorial Park Golf Course and offers many branding opportunities, contests and reprieve from everyday office-life.
Houston's innovation ecosystem is rapidly accelerating thanks to growing startup activity and tremendous capital investment being made throughout the region. This series explores how innovation and disrupters are changing the way Houston does business.

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.

Economic Updates featuring Patrick Jankowski, Senior Vice President of Research for the Greater Houston Partnership, who presents monthly updates culminating in his annual Houston Region Economic Outlook in December. SOLD

These opportunities offer speaking opportunities and logo recognition.*

*Opportunities subject to availability where applicable. Event offerings subject to change based on speaker availability.
Target Audiences Include:

**BUSINESS BEYOND BORDERS**
Professionals doing business internationally, from global financial executives to trade representatives

**BUSINESS DEVELOPMENT**
Sales and business development professionals

**EXECUTIVE WOMEN’S PARTNERSHIP (EWP)**
Qualified Senior female executives from member companies with $100M-plus revenue

**FUTURE OF TEXAS**
Government relations and public affairs professionals

**HOUSTON YOUNG PROFESSIONALS & ENTREPRENEURS (HYPE)**
Early career 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 officers, diversity and inclusion executives, talent attraction professionals and employee resource group leaders

**WOMEN’S BUSINESS ALLIANCE (WBA)**
Mid-level female managers and allies

---

**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.

---

Target Audiences Include:

- Tap into Houston’s Business Community
  - Exposure = Branding Influence
  - Major Events
  - Special Events
  - Webinar Series
- Business Resource Groups (BRGs)
  - Virtual Meet Ups
  - Marketing Opportunities & Sponsored Content
  - Develop Your Plan of Action
  - Sponsorship Opportunities
  - Become a 2021 Signature Sponsor
  - Appreciation to our Sponsors & Underwriters
  - 2021 Signature Sponsors & Executive Partners
- Target Audiences Include:
  - **BUSINESS BEYOND BORDERS**
    - Professionals doing business internationally, from global financial executives to trade representatives
  - **BUSINESS DEVELOPMENT**
    - Sales and business development professionals
  - **EXECUTIVE WOMEN’S PARTNERSHIP (EWP)**
    - Qualified Senior female executives from member companies with $100M-plus revenue
  - **FUTURE OF TEXAS**
    - Government relations and public affairs professionals
  - **HOUSTON YOUNG PROFESSIONALS & ENTREPRENEURS (HYPE)**
    - Early career 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 officers, diversity and inclusion executives, talent attraction professionals and employee resource group leaders
  - **WOMEN’S BUSINESS ALLIANCE (WBA)**
    - Mid-level female managers and allies
VIRTUAL MEET-UPS

Partnership Virtual Meet-Ups, formerly known as Councils, are members-only networking and learning sessions featuring experts from the business community leading discussions on trending topics. Virtual Meet-Up topics range from innovation to race and equity and allow members to gain insights into the key trends and issues impacting the Houston region’s economy, sustainability and growth moving forward.

Virual Meet-Ups are available once per month beginning in February 2021.
MARKETING OPPORTUNITIES AND SPONSORED CONTENT

PODCASTS

The Greater Houston Partnership offers a series of podcasts geared toward topics including small business insight and strategy as well as the latest data and analysis on the Houston economy. These podcasts are another way for us to share the Partnership’s insight and expertise with our members and the business community at-large.

Podcast sponsorships come with logo placement and on-air underwriting spots.

Available podcasts include:

- Bayou Business Download
- Future of Texas

PUBLICATIONS

The Partnership’s business resources and publications are one of the most highly sought-after offerings of the organization. Through various publications, we proudly offer publications that provide the latest information on economic development news, Houston fact and figures, and everything you need to know about living and working in Houston. Underwriting opportunities are available for select publications including*:

- Houston Facts
- Global Houston
- Here is Houston: Relocation Guide
- Houston Economic Development Guide
- and more

*Underwriting opportunities for Partnership publications are exclusive and are subject to availability and approval. Publication underwriting may be tied to event sponsorship. Underwriting opportunities include logo inclusion and opportunity to highlight organization’s content/resources within the publication. For details, get in touch with our sponsorship team.

SOCIAL MEDIA

Want to highlight your organization among the Partnership’s social media followers? Become a social media underwriter of one of our major events. Social media underwriters receive the opportunities to share details and links to your company’s latest achievements and upcoming initiatives*.

*Social media underwriting opportunities are tied to select major events and subject to availability and approval. For details, get in touch with our sponsorship team.
MARKETING OPPORTUNITIES AND SPONSORED CONTENT

Small Biz Matters

The Partnership offers curated resources and digital programming tailored to Houston’s small business community, offering a valuable platform for business information.

BUSINESS BYTES

With these offerings come valuable branding opportunities for:

- Companies can position themselves in front of high-growth 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 and Video Series
- Virtual networking events

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.

*All sponsored content opportunities require subject matter expertise and is subject to Partnership approval.
DEVELOP YOUR PLAN OF ACTION

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:

- Public Policy/Advocacy-related events
- Industry-related events
- Economy-related events
- Talent/Education-related events
- Publications/Sponsored Content
- Business Resource Groups
- Virtual Meet-Ups

Contact Terry Leibowitz, Director, Member Engagement and Sponsorships, tleibowitz@houston.org to learn more about these event opportunities.
BECOME A 2021 SIGNATURE SPONSOR

Signature sponsors gain recognition and special invitations year-round.

Our team will create a custom plan of action to highlight your brand across select Signature Events, Business Resource Groups, publications, Virtual Meet-Ups and more that best suit your needs to leverage your company’s profile with high visibility and sponsor benefits.

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

2021 Signature Sponsor Benefits:

COMPANY LOGO DISPLAYED ON

- Houston.org/events landing page with a hyperlink to your organization’s website
  - Houston.org’s event page is one of the top five most visited pages on the Partnership’s website, seeing 160,000 visitors annually
- Weekly events emails
  - Distributed to 20,000+ subscribers
- Signature Event webpage with a hyperlink to your organization’s website
- Signature Sponsor banner or digital recognition screen at all Signature Events
- Event invitations and programs

INVITATION TO ALL VIP RECEPTIONS at Signature Events

Announcement at ANNUAL MEETING

Access to SIGNATURE EVENTS ATTENDEE REGISTRATION LIST upon request

*Minimum event investment required. Get in touch to develop your customized plans to meet your marketing needs: Terry Leibowitz, Director, Member Engagement and Sponsorships tleibowitz@houston.org
The Greater Houston Partnership extends our appreciation to our 2020 Sponsors and Underwriters for their support.

<table>
<thead>
<tr>
<th>23rd World Petroleum Congress</th>
<th>Deloitte</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accenture</td>
<td>Ignite Healthcare</td>
</tr>
<tr>
<td>Access Sciences Corporation</td>
<td>Insperity</td>
</tr>
<tr>
<td>ActionCOACH</td>
<td>Intervale Capital</td>
</tr>
<tr>
<td>AECOM</td>
<td>Jacobs</td>
</tr>
<tr>
<td>AGILE INTERIORS</td>
<td>JLL</td>
</tr>
<tr>
<td>AIG</td>
<td>Kane Russell Coleman &amp; Logan PC</td>
</tr>
<tr>
<td>Apache Corporation</td>
<td>KBR</td>
</tr>
<tr>
<td>Archer Western Construction</td>
<td>Kean Miller LLP</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>KROGER</td>
</tr>
<tr>
<td>Bank of America</td>
<td>Legacy Community Health Services</td>
</tr>
<tr>
<td>BB&amp;T Now Trust</td>
<td>Linebarger Goggan Blair &amp; Sampson, LLP</td>
</tr>
<tr>
<td>BBVA</td>
<td>Lone Star College</td>
</tr>
<tr>
<td>Bechtel Oil, Gas and Chemicals</td>
<td>LyondellBasell Industries</td>
</tr>
<tr>
<td>Beth Wolff Realtors</td>
<td>Marathon Oil Corporation</td>
</tr>
<tr>
<td>Blue Cross and Blue Shield of Texas</td>
<td>Mercer</td>
</tr>
<tr>
<td>BP America, Inc.</td>
<td>Mitsubishi Corporation (Americas)</td>
</tr>
<tr>
<td>Bracewell LLP</td>
<td>Motorola Solutions</td>
</tr>
<tr>
<td>Burns &amp; McDonnell, Inc.</td>
<td>NewQuest Properties</td>
</tr>
<tr>
<td>Cadence Bank</td>
<td>PagSeguro</td>
</tr>
<tr>
<td>Calpine Corporation</td>
<td>Page</td>
</tr>
<tr>
<td>Canon Solutions America, Inc.</td>
<td>Parsons Corporation</td>
</tr>
<tr>
<td>Capital One Bank</td>
<td>Pasadena Economic Development Corporation</td>
</tr>
<tr>
<td>Cardno, Inc.</td>
<td>Phillips 66</td>
</tr>
<tr>
<td>CenterPoint Energy</td>
<td>PNC Bank</td>
</tr>
<tr>
<td>ChaiONE Inc.</td>
<td>Port Houston</td>
</tr>
<tr>
<td>Cheniere Energy, Inc.</td>
<td>Prairie View A&amp;M University</td>
</tr>
<tr>
<td>Chevron</td>
<td>Precision Task Group Inc.</td>
</tr>
<tr>
<td>CIGNA HealthCare of Texas, Inc.</td>
<td>Reliant, an NRG Company</td>
</tr>
<tr>
<td>CITGO Petroleum Corporation</td>
<td>Repsol</td>
</tr>
<tr>
<td>Citigroup</td>
<td>Rice University</td>
</tr>
<tr>
<td>CivilTech Engineering, Inc.</td>
<td>RSM US LLP</td>
</tr>
<tr>
<td>Clear Channel Outdoor</td>
<td>S &amp; B Engineers and Constructors, Ltd.</td>
</tr>
<tr>
<td>Comcast</td>
<td>S &amp; B Infrastructure, Ltd.</td>
</tr>
<tr>
<td>Comerica Bank</td>
<td>San Jacinto College System</td>
</tr>
<tr>
<td>Crown Castle International Corp.</td>
<td>SCF Partners</td>
</tr>
<tr>
<td>Dannenbaum Engineering Corporation</td>
<td>Sempra Energy</td>
</tr>
<tr>
<td></td>
<td>Shell Oil Company</td>
</tr>
<tr>
<td></td>
<td>Silver Eagle Distributors Houston, LLC</td>
</tr>
<tr>
<td></td>
<td>Skanska USA Commercial Development, Inc.</td>
</tr>
<tr>
<td></td>
<td>TC Energy</td>
</tr>
<tr>
<td></td>
<td>Texas A&amp;M University</td>
</tr>
<tr>
<td></td>
<td>Texas A&amp;M University Mays Business School</td>
</tr>
<tr>
<td></td>
<td>Texas Central</td>
</tr>
<tr>
<td></td>
<td>Texas Medical Center</td>
</tr>
<tr>
<td></td>
<td>Texas Medical Center Supply</td>
</tr>
<tr>
<td></td>
<td>Texas Mutual Insurance Company</td>
</tr>
<tr>
<td></td>
<td>Texas Southern University</td>
</tr>
<tr>
<td></td>
<td>Texas Star Alliance</td>
</tr>
<tr>
<td></td>
<td>The Awty International School</td>
</tr>
<tr>
<td></td>
<td>The Boeing Company</td>
</tr>
<tr>
<td></td>
<td>The Dow Chemical Company, Freeport</td>
</tr>
<tr>
<td></td>
<td>The Friedkin Group Inc.</td>
</tr>
<tr>
<td></td>
<td>The Marek Family of Companies</td>
</tr>
<tr>
<td></td>
<td>The University of Texas MD Anderson Cancer Center</td>
</tr>
<tr>
<td></td>
<td>Thompson &amp; Knight LLP</td>
</tr>
<tr>
<td></td>
<td>Traffic Engineers, Inc.</td>
</tr>
<tr>
<td></td>
<td>Transwestern</td>
</tr>
<tr>
<td></td>
<td>UNIARMOUR</td>
</tr>
<tr>
<td></td>
<td>Union Pacific Railroad Company</td>
</tr>
<tr>
<td></td>
<td>United Airlines</td>
</tr>
<tr>
<td></td>
<td>University of Phoenix</td>
</tr>
<tr>
<td></td>
<td>UTHEalth</td>
</tr>
<tr>
<td></td>
<td>Vanir Construction Management, Inc.</td>
</tr>
<tr>
<td></td>
<td>Verizon</td>
</tr>
<tr>
<td></td>
<td>Vinson &amp; Elkins LLP</td>
</tr>
<tr>
<td></td>
<td>Waste Management, Inc.</td>
</tr>
<tr>
<td></td>
<td>Wells Fargo</td>
</tr>
<tr>
<td></td>
<td>Westlake Chemical Corporation</td>
</tr>
<tr>
<td></td>
<td>WGU Texas and South Region</td>
</tr>
<tr>
<td></td>
<td>Wheels Up</td>
</tr>
<tr>
<td></td>
<td>Winsted PC</td>
</tr>
<tr>
<td></td>
<td>Zarinkelk Engineering Services, Inc.</td>
</tr>
</tbody>
</table>

*As of November 16, 2020*
2020 Signature Sponsors

Executive Partners

Production Partner

2021 Sponsorship Guide 15