MAKING HOUSTON GREATER

MISSION

The Greater Houston Partnership works to make Houston one of the best places to live, work and build a business.

Since 1840, the Partnership has served as a gathering place for community-minded business leaders who want to be involved in Houston’s positive growth and influence our economic trajectory.

In association with our Board of Directors, all of the Partnership’s actions are driven by our Houston Next pillars - especially our events, Business Resource Groups and content offerings, all of which illustrate significance of these areas to Houston’s long-term growth to business, community and policy leaders through dynamic and impactful programming.

This work is accomplished through our strategic plan Houston Next, which focuses our efforts around the intersection of three focus areas of impact that advance Houston’s position as a great global city.

▶ BUILDING A STRONG, DIVERSE, 21ST CENTURY ECONOMY
▶ OFFERING A GREAT QUALITY OF LIFE
▶ ENSURING OPPORTUNITY FOR ALL

As we pursue these priorities, it is critical to view our efforts through the lens of RACIAL EQUITY, advancing bold solutions to strengthen Houston as a diverse, inclusive and equitable city.
BRANDING THAT MAKES AN IMPACT

2022 SPONSORSHIP OPPORTUNITIES

The Greater Houston Partnership is Houston’s principal business organization, representing diverse businesses and organizations across the 12-county greater Houston region. Companies of all industries and sizes come to the Partnership for its unparalleled programming and business resources making it the go-to place for Houston’s business community to gain knowledge and make connections.

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.

We invite you to align your brand with the Partnership’s mission through sponsorship, which positions your organization with an influential audience that is unmatched. There are numerous opportunities available that will add value to your company brand.

Sponsor one, or several, of our many events and Business Resource Groups in 2022 and learn more about our **SIGNATURE SPONSOR PROGRAM TO RECEIVE ADDITIONAL ANNUAL BENEFITS.**

TOGETHER, LET’S MAKE YOUR BUSINESS AND HOUSTON GREATER.

Our sponsorship team will help develop a customized plan to meet your marketing needs. Call Terry Leibowitz, Director, Member Engagement and Sponsorships, at 713-824-2403 or tleibowitz@houston.org
EXPOSURE = BRANDING INFLUENCE

When you sponsor virtual, hybrid, or in-person programming at the Greater Houston Partnership, you gain exposure to Houston’s business leaders through our many channels.

THE GREATER HOUSTON PARTNERSHIP REACHES:

- **20K+** Weekly Email Subscribers
- **110K** Social Media Followers
- **800K** Website Visitors Annually
- **1/5** of the Region’s Total Workforce
- **25K+** Virtual Event Attendees

THROUGH OUR ROBUST WEBINARS, SIGNATURE EVENTS, BUSINESS RESOURCE GROUPS AND DIGITAL OFFERINGS, THE PARTNERSHIP OFFERS A DYNAMIC SET OF SPONSORSHIP OPPORTUNITIES THAT:

- RAISE BRAND AWARENESS
- OFFER HIGH-LEVEL NETWORKING, BUSINESS CONNECTIONS, EXCLUSIVE VIP ACCESS, AND VISIBILITY
- POSITION YOUR MESSAGE IN FRONT OF BUSINESS DECISION-MAKERS
- ALIGN YOUR COMPANY WITH THE PARTNERSHIP’S MISSION

A wide range of opportunities are available, offering branding exposure through all Partnership marketing avenues.
The Partnership has reimagined the traditional corporate luncheon engagement with experiences valuable for hybrid viewership. These events allow sponsors added opportunities for cross-platform branding, high level connections, thought leadership and information sharing, both in real time and on-demand, to meet every schedule from anywhere.
PARTNERSHIP WEEK
Featuring Annual Meeting

SPONSORSHIP LEVELS: $4,000 - $25,000

Start the business year off at Partnership Week, a multi-day experience for members of the Greater Houston Partnership to further their awareness and plan their engagement within the organization in 2022.

FEATURED CONTENT

The Greater Houston Partnership’s 2022 Annual Meeting is scheduled for Friday, January 28, 2022 and welcomes incoming chair Thad Hill, President & CEO, Calpine Corporation as he reinforces the Partnership’s strategic pillars. Presentations also by Bob Harvey, Partnership President and CEO and outgoing chair Amy Chronis, Vice Chair and Houston Managing Partner, Deloitte.

AUDIENCES ATTENDING

BUSINESS AND ECONOMIC LEADERS
COMPANY DECISION-MAKERS
ELECTED OFFICIALS AND CONSULAR CORPS
PARTNERSHIP BOARD OF DIRECTORS
RISE TO THE TOP

SPONSORSHIP LEVELS: $4,000 - $25,000

Demonstrate your company’s commitment to supporting women’s initiatives in the workplace, at home and in the community by becoming a sponsor of the Greater Houston Partnership’s annual Rise to the Top event. Prepare for energizing conversations and high-level meet-ups featuring outstanding female executives and thought leaders. Branding on the Rise to the Top podcast series is an additional benefit for the top event sponsor.

FEATURED CONTENT

The Partnership’s Rise to the Top is hosted in conjunction with International Women’s Day every March to celebrate not only Houston’s strong female leaders and their achievements, but also a recognition of all the social, economic, cultural, and political achievements of women around the world.

AUDIENCES ATTENDING

EXECUTIVE WOMEN’S PARTNERSHIP AND WOMEN’S BUSINESS ALLIANCE MEMBERS

PARTNERSHIP WOMEN OF THE BOARD

PARTNERSHIP MEMBERS

WOMEN BUSINESS LEADERS AND ENTREPRENEURS

WOMEN ERG PARTICIPANTS AND ADVOCATES
HOUSTON INTERNATIONAL BUSINESS MONTH

SPONSORSHIP LEVELS: $4,000 - $50,000

Houston International Business Month is held during World Trade Month in May and celebrates Houston’s strength as an international gateway to the Americas, the reach of its global infrastructure and unique multiculturalism. As a sponsor, you will connect your brand with our mission to building a strong, diverse 21st Century global economy.

FEATURED CONTENT

Houston International Business Month content and engagement is associated with the following existing programs of the Partnership:

Business Beyond Borders: “Top Market” and “Go Beyond” series provide members with global business knowledge and expands your networks.

Houston’s Global Economy: Annual Global Houston report presented by Partnership’s Senior Vice President of Research, Patrick Jankowski

AUDIENCES ATTENDING

- COMPANY GLOBAL INDUSTRY, FINANCE AND TRADE REPRESENTATIVES
- GLOBAL DIGNITARIES
- HOUSTON CONSULAR CORPS
- PARTNERSHIP BOARD OF DIRECTORS
FUTURE OF GLOBAL ENERGY CONFERENCE

SPONSORSHIP LEVELS: $4,000 - $50,000

Houston is positioned to lead the Future of Global Energy with its unmatched knowledge and infrastructure to guide the global energy transition. Our region achieves this by leveraging its energy and chemical sectors while providing new opportunities for our workforce, companies and capital to position Houston as a leading hub of new industrial innovation.

FEATURED CONTENT

In the inaugural conference, the Partnership shared its Blueprint for Progress report which set the stage for the creation of the Partnership’s Houston Energy Transition Initiative (HETI). HETI aims to drive sustainable and equitable economic growth in the greater Houston region through a portfolio of technology, policy, and market initiatives that scale and export solutions for realizing a low-carbon energy world.

AUDIENCES ATTENDING

COMPANY DECISION MAKERS
COMMUNITY STAKEHOLDERS
INDUSTRY EXECUTIVES
PARTNERSHIP BOARD OF DIRECTORS
The Houston DiverseCity Summit contains thoughtful conversations and best practices on building and maintaining a diverse and equitable business culture.

Learn more about the progress of the Greater Houston Partnership’s One Houston Together initiative which seeks to leverage the power of the business community to address racial inequity and injustice in Houston.

**Audiences Attending**
- Business Community
- Business Leaders and CEOs
- Corporate Social Responsibility Specialists, Procurement and Supplier Diversity Professionals
- Diversity and Inclusion Officers
- Employee Resource Group Leaders
- Human Resources Professionals
- Recruiters
The Greater Houston Partnership hosts two annual fundraising events including Soirée and the Golf Classic. As the Partnership strives to make Houston one of the best places to live, work and build a business, your sponsorship of these events will contribute to our key initiatives which include growing a strong, diverse economy, ensuring a great quality of life, and creating opportunity for all Houstonians with a foundation of race equity and inclusion. Your support can be offered as a business expense to the Greater Houston Partnership, Inc., a 501c6 business organization, or as a charitable contribution to the Greater Houston Partnership Foundation, a 501c3 organization.
SOIRÉE

SPONSORSHIP LEVELS: $3,000 - $50,000

The Greater Houston Partnership's Soirée is the organization's annual fundraising gala including guests from Houston's consular corps, Partnership members and other community business leaders. As a sponsor, you will be supporting 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.

GOLF CLASSIC

27TH ANNUAL
SPONSORSHIP LEVELS: $1,500 - $30,000

The Greater Houston Partnership's Golf Classic celebrates its 27th year as Houston's premier executive golf tournament and the ultimate client relations event. The Golf Classic will provide an excellent opportunity to foster relationships and build new prospects in a relaxed environment. Sponsorship of this high-profile networking event will put you on the leader board and assist the Partnership's mission of strengthening Houston.

AUDIENCES ATTENDING

BUSINESS AND COMMUNITY LEADERS

ELECTED OFFICIALS AND CONSULAR CORPS

HOUSTON SOCIETY

PARTNERSHIP BOARD OF DIRECTORS
SPECIAL EVENTS + STATE OF SERIES

SPONSORSHIP LEVELS: $3,000 - $15,000

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

State of the Airports - We are honored to feature Houston Airports Director, Mario Diaz, who will share the latest information and growth plans for Houston’s three airports. Diaz also addresses the important role the Houston Airports plays in bolstering Houston’s position as an international air gateway.

State of Education - A strong education system is the bedrock of long-term success for our young people. The Partnership and our member companies are leading advocates for a high-quality education system that is properly funded, accountable and equitably serves all students in the region.

State of Houston's Global Economy - In conjunction with Houston International Business Month, this event provides an analysis of global business and economic trends and their impact on our local market and delivers the annual Global Houston report. Showcase your company in front of regional and international business and civic leaders.

Houston Region Economic Outlook - At this annual event, we highlight the national economic outlook. The Partnership’s Senior Vice President of Research, Patrick Jankowski, also will share the 2023 employment forecast and general economic outlook for the Houston region.

Inc. 5000 Reception - The Greater Houston Partnership will recognize the local Inc. 5000 honorees for 2020, 2021 and 2022 by holding a very special event to celebrate the achievements of these fastest-growing privately held companies in Houston and the surrounding areas.

State of the Houston Region - The State of the Houston Region will feature a panel of county judges from our 12-county region for a conversation centered around efficient government, economic growth, emergency preparedness and coordination and more.
State of Technology - As part of the Partnership’s strategic plan, Houston Next, we are working to accelerate the digital transition of our core industries, both through attracting disruptive companies and by promoting innovation within our key industries. To highlight the tremendous strides being made in Houston’s ecosystem, we are honored to hold the second annual State of Technology.

State of the Texas Medical Center - The State of the Texas Medical Center will feature William "Bill" McKeon, President & CEO of the Texas Medical Center (TMC). McKeon will share updates on the world’s largest medical complex and what lies ahead for the hub of innovation collaboration.

State of Space - What lies ahead for space exploration and commercialization? NASA and business leaders will share what lies ahead for aerospace and aviation and Houston’s important role in this key industry. We will highlight today’s human spaceflight program and the tremendous momentum of the commercial space industry in Houston and globally.

State of Texas - Features Texas elected and appointed leaders in annual addresses to the Houston business community.
WEBINAR/SEMINAR SERIES

Stay informed on everything from Houston's economy to the latest business innovations with our frequent webinar and seminar series.
EXCLUSIVE SPONSORSHIP: $30,000

Patrick Jankowski, Senior Vice President of Research for the Greater Houston Partnership leads these quarterly updates on Houston’s economy. The exclusive sponsor of this series also receives branding with the annual Houston’s Global Economy address in May, and the Houston Region Economic Forecast in December Houston Facts publication.

SPONSORSHIP LEVELS: $3,000 - $5,000

Greater Houston is one of the most attractive destinations to relocate or expand a business. In this series, executives and company decision makers and our area’s economic development professionals will highlight the contributing factors to why Houston was selected as a place to start or grow a business.

SPONSORSHIP LEVELS: $1,500 - $5,000

The UpSkill Works forum series is where Houston-area employers and thought leaders discuss how to strengthen the region’s workforce as a supply-chain challenge. 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.
BUSINESS RESOURCE GROUPS (BRGS)

Looking for a way to engage and develop your employees in a meaningful way? The Partnership’s Business Resource Groups (BRGs) are small group sessions that offer just-in-time learning and engagement for all levels of members and their employees with shared interests.

Sponsors receive logo placement in event promotions, speaking opportunities, and access for your employees and guests. Unique sponsorship opportunities are available.

**BUSINESS BEYOND BORDERS (BBB)**

“Top Markets” and “Go Beyond” series provide members with global business knowledge and connections to expand your networks.

**EXECUTIVE WOMEN’S PARTNERSHIP (EWP)**

This is Houston’s exclusive premier networking group for leading female executives. Offered to qualified senior female executives from member companies with $100M-plus revenue.

**FUTURE OF TEXAS**

Features influential leaders, elected officials and government relations professionals shaping policy at our state, local and federal levels.

**HOUSTON YOUNG PROFESSIONALS & ENTREPRENEURS (HYPE)**

Created by Young Professionals for Young Professionals ages 21-40. HYPE hosts numerous events each year, from the HYPE Power Hour with c-suite thought leaders to the Illuminate Houston webinar series. Also returning is the popular Pursue Your Passion event introducing young leaders to community service opportunities around Houston.

**REGIONS & NEIGHBORHOODS**

Experience local business growth and investment around the corner with regional tours, neighborhood roundtables and more. Sponsorship includes recognition in our Regions & Neighborhoods blog series with community impact stories and interviews of area business leaders.

**TALENT RESOURCES GROUP (TRG)**

Perfect for your human resources team, diversity, equity and inclusion executives, and employee resource group leaders. Events focus on talent attraction, retention, diversity, inclusion and corporate culture with a curated monthly newsletter and a major event in October, the Houston DiverseCity Summit.

**WOMEN’S BUSINESS ALLIANCE (WBA)**

Inspire, influence and grow. The content is designed for mid-career women with five or more years of management experience. WBA offers a great opportunity to learn from thought leaders and assist with professional development. WBA hosts the Rise to the Top luncheon each March celebrating International Woman’s Day.
COUNCILS & MEMBERSHIP MEETINGS

EXCLUSIVE SPONSOR PER EVENT: $1,000 - $5,000

COUNCIL TOPICS

EXCLUSIVE SPONSORSHIP: $1,000
Councils are members-only lunch and learns allowing for maximum networking around a trending monthly topic. A special 30-minute meet up precedes each council session.

ARTS, CULTURE, TOURISM & SPORTS
DIVERSITY, EQUITY & INCLUSION
ECONOMIC DEVELOPMENT
EDUCATION & WORKFORCE
ENERGY & ENERGY 2.0
HEALTH & HEALTH CARE
INNOVATION
QUALITY OF LIFE

Councils are available monthly beginning in February 2022.

MEMBERSHIP 101

EXCLUSIVE SPONSORSHIP: $5,000
The Greater Houston Partnership champions Houston's growth and success by bringing together business and civic-minded leaders to address the region's unique challenges. Our mission is to make Houston one of the best places to live, work and build a business.

Membership 101 is the forum to learn more about the Greater Houston Partnership's work and services, and how to get more engaged. Our quarterly briefings for members and prospective members can be a great place to market your business.
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.

Launched in August 2021, the Rise to the Top podcast featured Greater Houston Partnership 2021 Board Chair and Houston Managing Partner, Deloitte, Amy Chronis as the voice for this new series on women and leadership. The podcast version of Rise to the Top compliments the annual Rise to the Top event, now in its 11th year.

*Former guests included Gretchen Watkins, President of Shell North America*
JOIN US AS A 2022 SIGNATURE SPONSOR

Create your custom 2022 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 2022 Signature Sponsor program has a limited number of sponsor openings. Reserve your position among this group of elite companies to receive Signature Sponsor benefits.

2022 SIGNATURE SPONSOR BENEFITS:

COMPANY LOGO DISPLAYED ON:

1. Houston.org/events landing page with a hyperlink to your organization’s website
2. Signature Event webpage with a hyperlink to your organization’s website
3. Signature Sponsor banner or digital recognition at all Signature Events
4. Centerpieces or video screens at every Signature event
5. Announcement at Annual Meeting
6. Invitation to all VIP receptions at Signature Events
7. Access to Signature Events attendee registration list upon request
I AM INTERESTED IN LEARNING MORE ABOUT SPONSORSHIP OPPORTUNITIES FOR THE FOLLOWING:

- Partnership Week Featuring Annual Meeting
  January 28, 2022
- State of Infrastructure
  February 2022
- Rise to the Top
  Tuesday, March 8, 2022
- State of Technology
  April 2022
- Houston International Business Month
  May 2022
- State of Houston’s Global Economy
  May 2022
- Soiree
  May 2022
- Future of Global Energy
  June 2022
- State of Space
  September 2022
- State of the Houston Region
  September 2022
- Inc. 5000 Reception
  September 2022
- State of Education
  September 2022
- State of the Airports
  October 2022
- State of the Port
  October 2022
- Houston DiverseCity Summit
  October 2022
- Golf Classic
  November 2022
- Houston Region Economic Outlook
  December 2022
- State of TMC
  December 2022
- Future of Texas
  Eight Events Yearly
- UpSkill Works Forum Series
  Eight Events Yearly
- Illuminate Houston
  Quarterly Events
- Membership 101
  Quarterly Events
- Why Houston
  Quarterly Events
- Councils
  Eight Events Yearly

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

*Dates to be confirmed and are subject to change.*
DEVELOP YOUR PLAN OF ACTION

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

Contact Terry Leibowitz, Director, Member Engagement and Sponsorships tleibowitz@houston.org to get started.
THE GREATER HOUSTON PARTNERSHIP
THANKS OUR 2021 SPONSORS AND UNDERWRITERS*

Accenture
AECOM
AIG
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RSM US LLP
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Sidewalk Consulting
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Sunnova Energy Corporation
Targa Resources, Inc.
TC Energy
Texas A&M University
Texas Star Alliance
The Boeing Company
The Dow Inc.
The Energy Corridor District
The Friedkin Group Inc.
The Marek Family of Companies
The University of Texas MD Anderson Cancer Center
The Woodlands Area Economic Development Partnership
Thompson & Knight LLP
Total Gas & Power North America
Tudor, Pickering, Holt & Co. LLC
Union Pacific Railroad Company
University of Houston-Downtown
University of Phoenix

* As of September 13, 2021

2021 SIGNATURE SPONSORS
2021 EXECUTIVE PARTNERS

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Vinson & Elkins LLP
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PNC

Silver Eagle

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2021 EXECUTIVE PARTNERS

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