MAKING HOUSTON GREATER

MISSION The Greater Houston Partnership works to make Houston one of the best places to live, work and build a business.
Branding that Makes an Impact

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.

This work is accomplished through our strategic plan Houston Next, which focuses our efforts around the intersection of three primary 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.

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 the significance of these areas to Houston’s long-term growth to business, community and policy leaders through dynamic and impactful programming.

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.
The Greater Houston Partnership is Houston’s principal business organization, representing more than 950 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 2023 and learn more about our Signature Sponsor program to receive additional annual benefits.

Together, let’s make your business and Houston greater.
Brand Influence

When you sponsor the programming at the Greater Houston Partnership, you gain exposure to Houston’s business leaders through our many channels.

THE GREATER HOUSTON PARTNERSHIP REACHES:

- 22,000+ engaged email subscribers
- 140,000 social media followers
- 800,000 annual website visitors
- 13,000+ virtual and in-person event attendees (2022)

Through our robust Signature events, Business Resource Groups and digital offerings, the Partnership puts forward 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

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The Partnership has reimagined the traditional corporate luncheon engagement with experiences valuable for all attendees. These events allow sponsors added opportunities for cross-platform branding, valuable business connections, thought leadership and information sharing.
Partnership Week
Featuring Annual Meeting

FEBRUARY 2023

SPONSORSHIP OPPORTUNITIES BEGIN AT $4,000

Start the business year off at Partnership Week, a multi-day experience exclusive to members of the Greater Houston Partnership designed to share more about the organization’s work and how members can get involved in our efforts to make Houston even greater.

FEATURED CONTENT:
Set for Thursday, February 2, 2023, the 2023 Annual Meeting welcomes incoming chair Dr. Marc L. Boom, President and CEO of Houston Methodist. In a keynote address, Dr. Boom will outline the strategic priorities for the year ahead and share how the collective work of the business community is critical to building a stronger Houston. Bob Harvey, Partnership President and CEO, and outgoing chair Thad Hill, President and CEO, Calpine Corporation will give additional presentations on the region’s continued growth and key organizational achievements.

AUDIENCES ATTENDING:
- Business and Economic Leaders
- Company Decision-Makers
- Elected Officials and Consular Corps
- Fellow Partnership Members
- Partnership Board of Directors

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Rise to the Top

MARCH 2023

SPONSORSHIP OPPORTUNITIES BEGIN AT $4,000

Demonstrate your company’s commitment to supporting the advancement of women by becoming a sponsor of the Greater Houston Partnership’s annual Rise to the Top event. Prepare for energizing conversations and high-level meetups 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, now in its twelfth year, is hosted in commemoration of International Women’s Day each March to celebrate not only Houston’s strong female leaders and their achievements, but also to recognize all the social, economic, cultural and political achievements of women around the world.

The Rise to the Top podcast complements the annual event by providing regular conversations with top Houston-area women leaders and is an included benefit for our top sponsor.

AUDIENCES ATTENDING:

- Company Decision-Makers
- Executive Women’s Partnership and Women’s Business Alliance Members
- Women of the Partnership’s Board
- Fellow Partnership Members
- Women Business Leaders and Entrepreneurs
- Women ERG Participants and Advocates
Houston International Business Month

MAY 2023

SPONSORSHIP OPPORTUNITIES BEGIN AT $4,000

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

FEATURED CONTENT:

Houston International Business Month content and engagement is carried out through the following programs:

- Business Beyond Borders: Provides members and guests with global business knowledge and expanded networks.
- And more!

AUDIENCES ATTENDING:

- Company Global Industry, Finance and Trade Representatives
- Global Dignitaries
- Houston Consular Corps
- Partnership Board of Directors

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Future of Global Energy Conference

JUNE 2023

SPONSORSHIP OPPORTUNITIES BEGIN AT $5,000

Houston is positioned to lead the global energy transition to an energy abundant, low-carbon world. With its proximity to unmatched knowledge, capital and infrastructure our region is advancing energy transition 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:

Join us as a sponsor for the third annual Future of Global Energy conference hosted in collaboration with the Houston Energy Transition Initiative (HETI). The conference highlights how the Partnership and HETI are driving 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. The conference includes keynote presentations, dynamic panel discussions and behind-the-scenes tours.

AUDIENCES ATTENDING:

- Company Decision-Makers
- Community Stakeholders
- Industry Executives
- Partnership Board of Directors
Houston DiverseCity Summit

OCTOBER 2023

SPONSORSHIP OPPORTUNITIES BEGIN AT $4,000

The Houston DiverseCity Summit features thoughtful conversations and best practices on building and maintaining a diverse and equitable business culture.

FEATURED CONTENT:

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 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

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State of TMC, Life Sciences Summit

FALL 2023

SPONSORSHIP OPPORTUNITIES BEGIN AT $4,000

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.

FEATURED CONTENT:

William F. McKeon, President & CEO of the Texas Medical Center (TMC) will deliver a keynote address sharing updates on the world’s largest medical complex and what lies ahead for the hub of world-changing discovery.

AUDIENCES ATTENDING:

❚ Health Care and Life Science Industry Leaders
❚ TMC Institutions
❚ Elected Officials
❚ C-Suite Executives
❚ Partnership Board of Directors

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The Greater Houston Partnership hosts two annual fundraising events - Soirée and the Golf Classic, both of which most greatly benefit the Partnership’s mission 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, all done through a lens of racial equity and inclusion. 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.
The Greater Houston Partnership’s Soirée is the organization’s annual gala including guests from Houston’s Consular Corps, Partnership members and other community leaders. As a sponsor, you will support 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.

**AUDIENCES ATTENDING:**

- Business and Community Leaders
- Elected Officials and Consular Corps
- Houston Society
- Partnership Board of Directors
NOVEMBER 2023

SPONSORSHIP OPPORTUNITIES BEGIN AT $1,500

The Greater Houston Partnership’s Golf Classic celebrates its 28th 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:

- C-Suite Executives
- Economic Development and Community Leaders
- Golf Enthusiasts
- Partnership Board of Directors

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Signature Events

STATE OF the airports

We are honored to feature the City of Houston’s Aviation 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 play 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 region’s workforce. The Partnership and our member companies are leading advocates for an equitable, quality education system that is properly funded, accountable and offers opportunity for all.

STATE OF the port

As the nation’s largest port in foreign tonnage, Port Houston is an economic engine supporting the Houston region and Texas and is a critical network fueling supply chains. This event features Chairman of the Port Commission of the Port of Houston Authority Ric Campo as he addresses the port system’s performance, future growth opportunities and capital investment plans.

STATE OF the airports

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

SPONSORSHIP OPPORTUNITIES BEGIN AT $4,000
Signature Events

**FUTURE OF technology**

Houston’s digital technology and innovation ecosystems have seen tremendous growth over the past decade thanks to the acceleration of digital transition of our core industries and the attraction of disruptive companies. Hear from the people furthering Houston’s position as a hub of innovation at this forward-looking event.

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**FUTURE OF health care**

Few places in the world rival Houston’s thought leadership in the healthcare and medical arenas and these featured leaders will illustrate why. Panelists will discuss topics ranging from the region’s healthcare system including funding, workforce, technology and innovation and health equity.

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**FUTURE OF infrastructure**

As Houston and the surrounding regions grow, all aspects of our infrastructure systems must be able to match the increased demands needed to advance our community. Join us for the State of Infrastructure featuring corporate leaders, business executives and elected officials who are working to build equitable, resilient communities.

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**FUTURE OF space**

What lies ahead for space exploration and commercialization? Leaders from NASA and aviation and aerospace will share what is to come 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.

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**FUTURE OF THE houston region**

The Future of the Houston Region is a conversation centered around the vision for and growth of the 12-county region, specifically in the areas of efficient government, economic growth and resiliency.
Stay informed on everything from Houston’s economy to the latest business innovations with our frequent business resource group events, webinars, missions and other engagement opportunities.
**Webinars and Events**

**ECONOMY SERIES**

**EXCLUSIVE SPONSORSHIP: $30,000**

Patrick Jankowski, Chief Economist and Senior Vice President of Research for the Greater Houston Partnership, leads these updates on Houston’s economy. The exclusive sponsor of this series also receives branding with the annual State of Houston’s Global Economy address in May, the Houston Region Economic Outlook in December and the Houston Facts publication. You also receive branding in the Bayou Business Download podcast.

**GREATER HOUSTON PARTNERSHIP**

**ONE HOUSTON together**

**SPONSORSHIP OPPORTUNITIES BEGIN AT $4,000**

Through this quarterly event series, members will hear perspectives from experts and leaders in areas such as talent attraction and retention, supplier diversity and more. Through case studies and interactive conversations, participants will get practical, real world advice on how to advance efforts in diversity, equity and inclusion.

**UPSKILL HOUSTON**

**SPONSORSHIP OPPORTUNITIES BEGIN AT $1,500**

The UpSkill Works Forum series is where Houston-area employers and thought leaders discuss one of the region’s most critically important challenges -- workforce development. UpSkill Houston is nationally recognized and serves as a forum for leaders of business, industry, education and community organizations to engage with each other and forward-thinking national leaders to address the challenges and opportunities related to growing our region’s talent pipeline.

**INC. 5000 RECEPTION**

The Greater Houston Partnership will recognize the local Inc. 5000 honorees for 2023 by holding a very special event to celebrate the achievements of these fastest-growing, privately held companies in Houston and the surrounding areas.

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Business Resource Groups

Looking for a way to engage and develop your employees in a meaningful way? The Partnership’s Business Resource Groups (BRGs) convene all levels of members and their employees around career stages and industry interests. Intentional engagement events within each BRG offer networking and professional development opportunities.

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):** Provides members with global business knowledge and connections to expand your networks. Events feature insights into international trade and investment mission trips in which the Partnership and member companies participate. Relevant for members interested in the global economy.

**HOUSTON YOUNG PROFESSIONALS AND ENTREPRENEURS (HYPE):** Offers dedicated professional development experiences for early to mid career professionals. Provides unique experiences and a curated quarterly newsletter for the next generation of business and community leaders in Houston.

**REGIONS:** Advances the 12-county greater Houston region through strategic, custom engagement opportunities for members.

**TALENT RESOURCES GROUP:** Convenes human resources practitioners, talent professionals and employee resource group leaders. Events offer best practices and thought leadership around talent attraction, retention, inclusion, diversity and corporate culture. Members receive curated quarterly newsletters and are invited to attend our signature extended experience, Houston DiverseCity Summit.

**FUTURE OF TEXAS**

The Future of Texas series features influential leaders, elected officials and government relations professionals shaping policy at our state, local and federal levels. Discussions appeal to public affairs professionals and all citizens of the 12-county region.

**WOMEN’S BUSINESS ALLIANCE (WBA):** Inspire, influence and grow. Network and learn with women and allies through professional development events and a curated quarterly newsletter. Content designed for mid-career women with five or more years of management experience. Members are invited to attend the annual signature extended experience, Rise to the Top, and listen to regular installments of the Rise to the Top podcast featuring female leaders in Houston.

**ILLUMINATE HOUSTON: AN INNOVATION CONVERSATION**

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

**PLEASE ASK FOR BRG SERIES SPONSORSHIP OPPORTUNITIES.**
Forums

**FORUMS BEGINNING IN FEBRUARY 2023.**

Forums reflect the three pillars of the Partnership’s strategic plan, Houston Next. By organizing forums in this way, members are invited to deep dive into contemporary topics related to the industries and initiatives that are moving Houston forward as a great global city.

Forums are complimentary members-only events featuring dedicated networking time 30 minutes prior to each session followed by an hour long lunch-and-learn presentation format.

**STRONG, DIVERSE 21ST CENTURY ECONOMY**
- Life Sciences and Biotechnology
- Manufacturing, Logistics and Distribution
- Aerospace and Aviation
- Energy and Sustainability

**OPPORTUNITY FOR ALL**
- Public Education
- Higher Education
- Workforce Development

**QUALITY OF LIFE**
- Transportation and Infrastructure
- Flood Mitigation
- Culture and Tourism

**PLEASE ASK FOR FORUM SERIES SPONSORSHIP OPPORTUNITIES. FORUMS OCCUR MONTHLY BEGINNING IN FEBRUARY 2023.**

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Policy Missions and Events

Join the Partnership's two special advocacy missions and a new event planned for 2023.

SPONSORSHIP OPPORTUNITIES BEGIN AT $1,500

HOU2ATX
Join the Partnership as we head to Austin, Texas for the 88th Legislative Session. During this multi-day event, we will advocate for our top policy priorities – including economic development, energy transition, higher education funding, and flood mitigation. Through various programs, you will connect with our state legislators delegation and key stakeholders, and work to advance issues important to our region. The trip includes exclusive networking opportunities, sponsor-only events and larger, general member activities.

WASHINGTON, D.C. FLY-IN
The Partnership travels to Washington, D.C. to advocate for the greater Houston region. This multi-day event will bring together members of Congress, the White House, federal agencies and key stakeholders with leaders of Houston's business community to advance issues important to the Houston region. This special trip also includes an exclusive networking opportunity at an intimate, sponsor-only VIP function.

WOMEN IN GOVERNMENT RECEPTION
The Partnership is honored to host a special networking reception for women with a shared interest in government relations. Held in both the spring and fall, these gatherings are an opportunity to build relationships with contemporaries while amplifying the tremendous work done by females in the government relations industry.
DEVELOP YOUR PLAN OF ACTION

Identify the audience you want to engage with your brand.
Leverage our expertise in building a plan that best suits your needs.
Gain exposure among Houston business leaders.
We invite you to join us as a 2023 Signature Sponsor! As a 2023 Signature Sponsor, our team will create a custom engagement plan through the Greater Houston Partnership’s Signature Events & Business Resource Groups.

As a Signature Sponsor, together we amplify your company’s profile with year-round visibility, meaningful engagement opportunities and exclusive benefits.

Identify the Events & Business Resource Groups where you would like to enhance and align your company’s brand with sponsorship coverage. The 2023 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.

**NEW IN 2023: PLATINUM SIGNATURE SPONSORSHIP**
Please ask for more information on Platinum Signature Sponsor benefits.

Signature Sponsorship Investment: $30,000 annually
Platinum Signature Sponsorship Investment: $50,000 annually

**2023 SIGNATURE SPONSOR BENEFITS**

- Company logo displayed on:
  - 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 and/or digital recognition at all Signature Events
  - Video screen recognition at every Signature Event
  - Announcement and special recognition at Annual Meeting
  - Invitation to all VIP receptions at Signature Events
  - Access to Signature Events attendee registration list upon request
The Greater Houston Partnership thanks our 2022 Sponsors*

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GREATER HOUSTON PARTNERSHIP
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Timing and format for all engagements are subject to change. Additional opportunities may arise throughout the year.