



A Partnership that Makes an Impact

THE GREATER HOUSTON PARTNERSHIP PROUDLY PRESENTS THE 2024

SPONSORSHIP GUIDE – AN OVERVIEW OF THE MANY OPPORTUNITIES AVAILABLE

FOR YOUR COMPANY OR ORGANIZATION TO MARKET YOUR BRAND TO THE

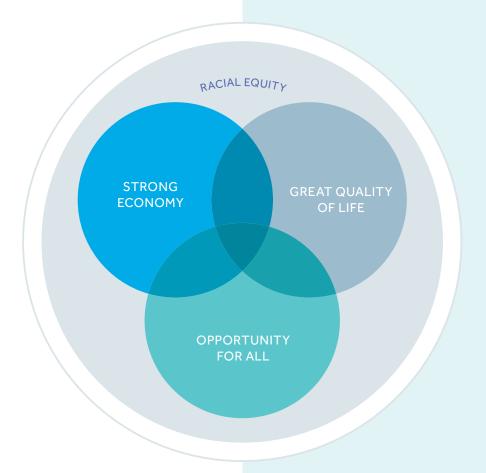
GREATER HOUSTON REGION.

For over a century, the Greater Houston Partnership and its predecessor organizations has been the place for community-minded business leaders to collaborate, connect and take part in Houston's growth. Our work resonates through the region, propelling it towards new heights.

Through our strategic plan, *Houston Next*, our efforts are focused around the intersection of three primary areas of impact that bolster Houston's position as a great global city. These three pillars cover a spectrum as vast as the city we serve, including fostering a strong, diverse 21st century economy, providing an unparalleled quality of life for all residents and ensuring opportunity is accessible to every individual. At the core of this work lies the unwavering commitment to view our efforts through the lens of racial equity, advancing bold solutions to strengthen Houston as a diverse, inclusive and equitable city.

All Partnership actions are driven by our *Houston Next* pillars - especially our events, programs and content offerings, all of which illustrate the significance of these areas to Houston's long-term growth.

Our sponsorship team will help develop a customized plan to meet your marketing needs. Call Terry Leibowitz, Sr. Director, Member Engagement and Sponsorships at 713-824-2403 or tleibowitz@houston.org, or Paige Anderson, Manager, Sponsorships at 713-844-3618 or panderson@houston.org.



Unlock Opportunities with Sponsorships in 2024

As the principal business organization and largest regional chamber, the Partnership brings together thousands of business and community members each year to make a lasting impact on the 12-county region. When you align your brand with the Partnership, you are connecting your business with a collective commitment to make Houston greater.

Partnership members represent:



12

county region



1/5
of the regional workforce



162+
industries



Companies and organizations ranging from

1 - 10,000 -

We believe in propelling businesses and communities forward, side by side. As a sponsor, you have the unique opportunity to amplify your brand within a legacy of impact. With each event you sponsor, you're not just investing in moments; you're investing in progress that shapes the course of our city.

Throughout this guide, you will see the many events and programs that intentionally inform and advance the Partnership's work in key industries, workforce and education and so much more.

With our array of sponsorship opportunities, from Signature Events and fundraisers to informative Forums, we work with you to not only elevate your brand but become an integral part of Houston's story.

Thank you for considering the Greater Houston Partnership as your ally in this journey of growth. Your partnership is the key to unlocking Houston's limitless potential.

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:



25,000+ engaged email subscribers



150,000 social media followers



800,000 annual website visitors



10,000+
virtual and in-person
event attendees

What Makes Partnership Events and Programs Sponsorships Unique?

Through our robust Signature Events, Forums and other offerings, the Partnership puts forward a dynamic set of sponsorship opportunities that:

- Raise awareness and visibility for your brand
- Provide brand and initiative positioning in front of key business decision makers
- Offer high-level networking, business connections and exclusive VIP access
- Make a positive impact on the community as a whole while propelling your company and brand visibility
- Provide opportunity to open doors to new business relationships and partnerships





EXTENDED EXPERIENCES

The Partnership's extended experiences offer a slate of valuable event content that go beyond the traditional corporate luncheon. These events allow sponsors elevated opportunities for branding across unique event components, valuable business connections, thought leadership and information sharing.

Annual Meeting & Partnership Week

FEBRUARY 9, 2024



Annual Meeting will set the pace for 2024, convening business and community leaders to celebrate Houston's and the Partnership's work to advance growth and opportunity. Annual Meeting kicks off Partnership Week, a multi-day experience for members and friends of the Partnership offering dynamic opportunities to connect with the region's business community and learn about the many ways members can become involved in the organization's mission.

FEATURED CONTENT:

Set for Friday, February 9, the 2024 Annual Meeting will deliver impact and transition as the Partnership welcomes new President and CEO Steve Kean as well as incoming chair Eric Mullins, Chairman and CEO of Lime Rock Resources. In a keynote address, Eric will outline the strategic priorities for the year ahead. Steve Kean will have an opportunity to illustrate his vision for the Partnership, and outgoing chair Dr. Marc L. Boom, President and CEO of Houston Methodist, will reflect on key accomplishments in his year as chair. Collectively, this group will offer insights into the region's continued growth and opportunity as we look to the future.

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









Rise to the Top

MARCH 6, 2024

SPONSORSHIP OPPORTUNITIES BEGIN AT \$5,000

Demonstrate your company's commitment to supporting the advancement of women by becoming a sponsor of Rise to the Top. Prepare for an energizing conversation and high-level networking opportunities with 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 thirteenth 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.

- Company Decision Makers
- Executive Women's Partnership Members
- Women on the Rise Leadership Program Participants
- Women of the Partnership's Board
- Fellow Partnership Members
- Women Business Leaders and Entrepreneurs
- Women ERG Participants and Advocates







The Future of Global Energy

FALL 2024

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 the 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 fourth 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 lower carbon future while meeting the world's growing energy demand. The conference includes keynote presentations, dynamic panel discussions and more.

- · Company Decision Makers
- · Community Stakeholders
- Industry Executives
- · Partnership Board of Directors









Houston DiverseCity Summit

OCTOBER 2024

SPONSORSHIP OPPORTUNITIES BEGIN AT \$5,000

The Houston DiverseCity Summit is more than an event, it is an interactive experience catalyzing change, inspiring action, and supporting companies across the Houston region in their collective efforts to create opportunity for all.

Designed for business leaders and practitioners, this one-day symposium offers real-world insights on how to navigate the changing landscape around diversity, equity and inclusion. Businesses poised to flourish within our region understand how to deliver value while nurturing inclusivity and equity to harness the full spectrum of human potential.

AUDIENCE ATTENDING:

- - Corporate Social Responsibility Specialists
 - Procurement and Supplier Diversity Professionals
 - Employee Resource Group Leaders
 - Human Resources Professionals



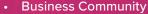




FEATURED CONTENT:

Learn more about the progress of the Partnership's One Houston Together initiative, a data-driven effort of 100+ businesses, institutions and nonprofit organizations to advance people of color into senior management roles, increase racial diversity on corporate boards and grow spending with Minority Business Enterprises.





- Business Leaders and CEOs
- Diversity and Inclusion Officers
- Recruiters

State of the Texas Medical Center + Life Sciences Summit

FALL 2024



SPONSORSHIP OPPORTUNITIES BEGIN AT \$5,000

The Texas Medical Center (TMC) — the largest medical center in the world — is on a mission to further accelerate the pace of healing by harnessing collective expertise in innovation, research, development, production and patient care within a single, centralized medical ecosystem. As the Third Coast for Life Sciences, the region's ecosystem and industry have experienced significant growth in recent years, strongly positioning the Houston region as an emerging life sciences destination for innovating, growing and expanding life sciences and biotechnology companies.

FEATURED CONTENT:

The State of the Texas Medical Center features William F. McKeon, President and CEO of TMC in his annual keynote spotlighting the growth among the TMC ecosystem and the collaborative efforts of TMC's renowned institutions to bolster the community's place as the world leader in health care and life sciences.

- Health Care, Life Sciences and Biotech Industry Leaders
- TMC Institutions
- Elected Officials
- C-Suite Executives
- Partnership Board of Directors





FUNDRAISERS

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.







APRIL 4, 2024

SPONSORSHIP OPPORTUNITIES BEGIN AT \$1,600

The Greater Houston Partnership's **Golf Classic** celebrates its 29th year as Houston's premier executive golf tournament and the ultimate client relations event. The Golf Classic provides 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 leaderboard and assist the Partnership's mission of strengthening Houston. The 2024 Golf Classic will be co-chaired by T. Mark Kelly, Partner, Capital Markets and Mergers & Acquisitions Vinson & Elkins, LLP and Michael Jamieson, Managing Director, Global Co-Head of Natural Resources & Clean Energy Transition, Citi.

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







soirée





SEPTEMBER 2024

SPONSORSHIP OPPORTUNITIES BEGIN AT \$5,000

The Greater Houston Partnership's **Soirée** is the organization's annual gala celebrating the mission of the Partnership and the collaborative work to make Houston one of the best places to live, work and build a business. This prestigious event includes guests from Houston's Consular Corps, Partnership members and other key community leaders, and delivers a unique experience unlike any other gala.

As a sponsor, you will support critical 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.

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





SIGNATURE EVENTS

The Greater Houston Partnership's Signature Events add value to your business through information exchange, branding, awareness and high-level networking engagements. Join us for these thought leader events and the many new and unique opportunities to connect and be informed.

Signature Events

SPONSORSHIP OPPORTUNITIES BEGIN AT \$4,000



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.



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.



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.



This highly anticipated economic event provides deep insights into both the regional and national economies and the trends that will shape the year ahead. The Partnership's Senior Vice President of Research and Chief Economist, Patrick Jankowski, also releases the 2025 employment forecast and anticipated job growth for the region.



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.



Few places in the world rival Houston's thought leadership in the health care and medical arenas and the featured leader(s) at this event will illustrate why. Gain insights into topics affecting the region's health care system including funding, workforce, technology and innovation and health equity.



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.

ADDITIONAL ENGAGEMENT OPPORTUNITIES

Stay informed on everything from Houston's economy to the latest business innovations with our frequent Forums, webinars and other engagement opportunities.

Additional Engagement Opportunities



Patrick Jankowski, Chief Economist and Senior Vice President of Research for the 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. Plus, branding in select Economy Series-related digital content.

ONE HOUSTON TOGETHER

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.

REGIONS

Enjoy a behind-the-scenes experience featuring a member company within the Partnership's 12-county region that highlights economic development and growth.

STATE OF HOUSTON'S GLOBAL ECONOMY

Receive an analysis of global business and economic trends and their impact on our local market, as well as a copy of the annual Global Houston report. Showcase your company in front of regional and international business and civic leaders.

UPSKILL WORKS

The UpSkill Works series brings Houston-area employers and thought leaders together to discuss one of the region's most critically important challenges -- workforce. 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.













Forums

Forums occur on the first Tuesday of every month beginning in February 2024.

Forums reflect the pillars of the Partnership's strategic plan, Houston Next, and 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.

Topics will include:

- · Aerospace and Aviation
- Arts and Sports
- Education
- Energy and Sustainability
- · Health and Health Care
- International Investment and Trade
- · Life Sciences and Biotechnology
- Manufacturing, Logistics and Distribution
- Real Estate
- · Technology and Infrastructure
- · Workforce Development







Leadership Programs

Leadership programs empower and equip employees at member companies to take the next step in their careers. Through interactive skill-building experiences, insider conversations with industry and community leaders, and fostered connections with like-minded peers throughout the region, high potential employees involved in these programs will enjoy growing their professional capacity.

HOUSTON YOUNG PROFESSIONALS AND ENTREPRENEURS (HYPE)

HYPE offers dedicated professional development experiences for the next generation of business and community leaders at member companies through unique, regular engagements throughout the year and curated newsletters geared towards building their skills and enhancing their leadership potential. HYPE members are typically early- to mid-career professionals interested in growing their career potential.

WOMEN ON THE RISE

Formerly known as "Women's Business Alliance (WBA)," Women on the Rise celebrates high potential women interested in networking and idea-sharing with like-minded women as well as advancing their professional skills. Ongoing experiences throughout the year emphasizing connection with peers, exposure to business and community leaders and skill development are offered in addition to a curated bimonthly newsletter. Women on the Rise includes one (1) admission to the Rise to the Top major event in March.

ENERGY LEADERSHIP ACCELERATOR

Energy professionals and professional services firms serving the energy sector interested in strengthening Houston's position as the Energy Capital of the World will benefit from this new leadership series designed to provide participants with an inside look at the energy transition in Houston, including best practices for building an energy abundant future for Houston, evolving policies related to energy progress, community engagement, and talent development, and an active network of energy industry practitioners. Accelerator participants will meet over ten consecutive weeks. Launching in Fall 2023.





Policy Missions and Events





WASHINGTON, D.C. FLY-IN

The Partnership travels to Washington, D.C. to advocate for the greater Houston region. This three-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.

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.

HOUSTON IN FOCUS

Houston In Focus is a special event for the greater Houston region's elected leaders, their staff, chamber partners, Partnership members and guests. The program features conversations with Houston's leaders, sharing how the Partnership, its member companies and key allies work together to advance the greater region. The event will cover topics such as energy, transportation, economic development, infrastructure and more.

HOUSTON DAY: BEYOND THE BAYOU

The Partnership is thrilled to introduce Houston Day, an exceptional two-day legislative advocacy event. This event is a celebration of Houston's vibrant culture, rich history and its pivotal role in shaping the future of Texas. The convening will foster stronger relationships between our state legislators and partners in the region, setting the stage to advocate for our critical legislative priorities, and promote Houston as a hub for businesses, investments and partnerships.





DEVELOP YOUR PLAN OF ACTION

Demonstrate your commitment to the Partnership's mission with a strategic sponsorship. Leverage our expertise to customize a plan to provide maximum return on your objectives and investment, while offering unique networking and thought leadership opportunities.

Join us as a 2024 Signature Sponsor

We invite you to join us as a 2024 Platinum Signature Sponsor or Signature Sponsor!

As a 2024 Signature Sponsor, our team will create a custom engagement plan through the Greater Houston Partnership's Signature Events and Programs. As a Signature Sponsor, together we amplify your company's profile with year-round visibility, meaningful engagement opportunities and exclusive benefits.

Our team will help you identify the opportunities to maximize your goals and enhance your company's brand. The 2024 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.

PROGRAM INVESTMENT

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

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

2024 Platinum Signature Sponsor Benefits

- Elevated branding
- Prominent logo recognition
- Guaranteed seat at the quarterly President's Roundtable Events
- Annual Reception with Partnership President and CEO, Chair and Vice Chair with the Partnership's Executive Partner members
- Recognition at major events on the table layout at every event entrance
- And all the Signature Sponsor benefits

2024 Signature Sponsor Benefits

Company logo displayed on:

- Email communication promoting events and programs
- Houston.org/events landing page with a hyperlink to your organization's website
- All event webpages 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



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

The Greater Houston Partnership thanks our 2023 Sponsors*

ABC Home and Commercial Services Accenture Advario AECOM Airrosti Alitek Solutions

Allen Boone Humphries Robinson LLP

All Nippon Airways Co., Ltd.

ALLY Energy Amadeus Amegy Bank Amerant Bank Archrock, Inc.

ARTEMIS Partners Axiom Space Inc. Baker Tilly US, LLP Bank of America

Baylor College of Medicine BCP TMC Tenant I, L.P. c/o Beacon Capital Partners, Inc. Bechtel Energy Inc.

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HNTB HOK

Holland & Knight LLP **Houston Airport System**

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Killam Development Kinder Foundation Kinder Morgan Terminals King & Spalding LLP Kingham Dalton Wilson, Ltd.

KPMG LLP

Legacy Community Health

Services

Lime Rock Resources Linde Engineering Americas

Locust Street Group Lone Star College Loop Capital Holdings LLC LyondellBasell Industries Majestic Realty Co

Masterson Advisors LLC

McCoy Rockford Melissa and Steve Kean Memorial Hermann Health

System

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St. Peter Catholic - Career & Technical High School

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Company

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The Awty International School

The Boeing Company The Boston Consulting Group The Crystal Ballroom & Lounge The Energy Corridor District

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Vopak North America, Inc.

Walter P Moore Waste Management, Inc.

Weaver Wells Fargo

West Gulf Maritime Association Westlake Corporation

WGA Consulting Engineers Wharton Economic **Development Corporation**

White & Case LLP Whitmire & Munoz LLC

Winstead PC Woodside Energy (USA) Inc.

Worley Group Inc. Zarinkelk Engineering Services,

As of October 17, 2023

To meet your marketing needs contact Terry Leibowitz, Sr. Director, Sponsorships at 713-824-2403 or tleibowitz@houston.org or Paige Anderson, Sponsorship Manager at 713-844-3618 or panderson@houston.org

2023 PLATINUM SIGNATURE SPONSORS



















2023 SIGNATURE SPONSORS















































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2023 EXECUTIVE PARTNERS









Always There.®















