

FALL EDITION

**20
24**

GREATER HOUSTON PARTNERSHIP

**SPONSORSHIP
GUIDE**

RISE.TOP

GREATER HOUSTON PARTNERSHIP

MAKING HOUSTON GREATER

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



A Partnership that Makes an Impact

**THE GREATER HOUSTON PARTNERSHIP PROUDLY PRESENTS THE
2024 FALL 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 this fall!

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

162+
industries

1/5
of the regional workforce

Companies and organizations ranging from **1 - 10,000+** employees

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.



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**

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:

SUBSCRIBE 25,000+
engaged email subscribers

150,000
social media followers

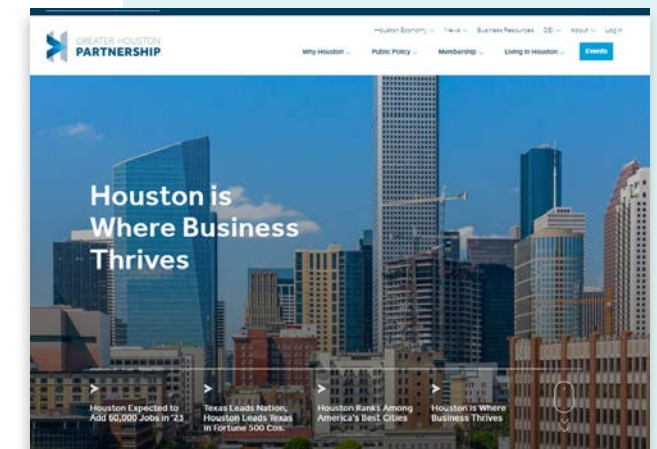
800,000
annual website visitors

8,000+
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.

UpSkill Houston 10th Anniversary

SEPTEMBER 4

SPONSORSHIP OPPORTUNITIES BEGIN AT \$5,000

We're thrilled to mark the milestone of the 10th anniversary of the Partnership's workforce development initiative with a memorable 2024 UpSkill Houston Conference at the Royal Sonesta.

This special conference presents the opportunity to delve into UpSkill Houston's core focus areas, reflect on its impactful journey over the past decade, project ahead to the skills challenges and opportunities awaiting the region in the next five years, and galvanize collective action and commitment for the decade to come.

Join us as a sponsor for the 2024 UpSkill Houston Conference and highlight your organization's commitment to Houston and its future.

FEATURED CONTENT:

Over the past decade, UpSkill Houston has cultivated a distinguished, nationally recognized collaborative network comprising business, industry, education, and community leaders. This alliance has fostered robust relationships and an environment ripe for innovation, aimed at cultivating a workforce primed for success in Houston and the Texas Gulf Coast region.

AUDIENCE ATTENDING:

- Senior Business Leaders
- Education and Community Leaders
- Human Resources Executives
- Local Chambers of Commerce and Economic Development Organizations
- Workforce Boards
- Partnership Board of Directors



The Future of Global Energy

PRESENTED BY SHELL USA, INC.

OCTOBER 9

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) and the Center for Houston's Future (CHF). The conference highlights how the Partnership, HETI and CHF 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.

AUDIENCE ATTENDING:

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



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**

Houston DiverseCity Summit

OCTOBER 18

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 bolster workforce talent and drive opportunity for all.

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.

FEATURED CONTENT:

This year's Summit will feature an opening plenary, panel discussion and breakout sessions with talent leaders across major sectors. Themes throughout the Summit will center on talent advancement, inclusive leadership at all levels, generational differences and talent retention.

AUDIENCE 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



State of the Texas Medical Center + Life Sciences Summit

NOVEMBER 14

SPONSORSHIP OPPORTUNITIES BEGIN AT \$5,000

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. The Texas Medical Center (TMC) — the largest medical center in the world — is at the forefront of advancing the pace of healing and life science commercialization by harnessing collective expertise in innovation, research, development, production and patient care within a single, centralized medical ecosystem.

FEATURED CONTENT:

William F. McKeon, President and CEO of TMC delivers his annual keynote spotlighting the growth among the TMC ecosystem and the collaborative efforts of its renowned institutions to bolster the community's place as the world leader in health care and life sciences. To complement the keynote address, the Partnership is introducing a Life Sciences Summit to this event to highlight the developments happening across the thriving ecosystem across the 12-county region.

AUDIENCE ATTENDING:

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



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**

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.

soirée

BUILDING TOMORROW

Together
2024



SEPTEMBER 14 AT THE POST OAK HOTEL

SPONSORSHIP OPPORTUNITIES BEGIN AT \$5,000

Honorary Chair

Shiva McMahon, Woodside Energy (USA) Inc.

Each year, the Partnership's largest fundraiser, Soirée celebrates Houston's myriad of facets fostering innovation, collaboration and equitable economic development. This year's theme, Building Tomorrow Together, spotlights the foundational pillars of economic development, workforce development and international trade that collectively shape the greater Houston region into a vibrant hub for the future.

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.

AUDIENCE ATTENDING:

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



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



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



August 21

State of the County features Harris County Judge Lina Hidalgo who will discuss initiatives on key local issues, our region's position in the global community and work being done to address the needs of a growing county.



November 22

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.



December 5

The City of Houston's new Aviation Director Jim Szczesniak will deliver a dynamic presentation on HAS' latest data and plans to enhance the passenger experience, sustainability and technology now and in the future.



December 12

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.

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



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

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.

FORUMS

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. Sponsorship opportunities remain for the Arts and Sports Forum in October.



Please ask for sponsorship opportunities.

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**

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 annual Rise to the Top major event in March.

HOUSTON ENERGY LEADERSHIP COHORT

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 this fall!



Please ask for sponsorship opportunities.

Policy Missions and Events

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.



Please ask for sponsorship opportunities.

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**

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 2025 Signature Sponsor

We invite you to join us as a 2025 Platinum Signature Sponsor or Signature Sponsor!

As a 2025 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 2025 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](mailto:t Leibowitz@houston.org).

2025 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 Signature Events on the table layout at every event entrance
- And all the Signature Sponsor benefits

2025 Signature Sponsor Benefits

Company logo displayed on:

- Email communication promoting events and programs
- [Houston.org/events](https://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 2024 Sponsors*

ABC Home and Commercial Services	Chevron	Greenberg Traurig, LLP	LSG	Satterfield & Pontikes Construction Inc.	The Hunton Group
Acadian Ambulance Service	CITGO Petroleum Corporation	Harris Health System	LyondellBasell Industries	Scenic Houston	The University of Texas MD Anderson Cancer Center
Accenture	Citigroup	Haynes and Boone, LLP	McCoy Rockford	SCF Partners	Topgolf
Advario	City of Houston	HCA Houston Healthcare	McKesson Specialty Health, The US Oncology Network	SCS Technologies Ltd	Toshiba International Corporation
Airrosti	City of Sugar Land	H-E-B	Memorial Hermann Health System	Sempra Infrastructure	Transwestern
All Nippon Airways Co., Ltd.	Clear Channel Outdoor	Hines	Mitsubishi Heavy Industries America, Inc.	SESCO Cement	Unicorn Service Solutions, LLC
Allen Boone Humphries Robinson LLP	CMC Railroad, Inc.	Hobas Pipe USA, Inc.	MoakCasey LLC	Silver Eagle Distributors Houston, LLC	Union Pacific Railroad Company
Archrock, Inc.	Comcast	Houston Association of Realtors	Motiva Enterprises LLC	Skanska	United Airlines
Argyle USA	Community Health Network	Houston Astros LLC	Mustang Cat	Southwest Airlines Co.	United Imaging
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC	Construction Career Collaborative (C3)	Houston Chronicle	National University	St. Luke's Health	University of Houston
Bank of America	Cornerstone Government Affairs, LLC	Houston EB5	Next Level Medical	Steelcase Inc.	University of Houston CT Bauer College of Business
Bechtel Energy Inc.	Crestline Group	Houston First Corporation	NRG Energy	Stellar Bank	University of Houston-Downtown
BJSS	Daikin Comfort Technologies	Houston ISD Foundation	One World Strategy Group	Sumitomo Corporation of Americas	UTHealth
Blue Cross and Blue Shield of Texas	Deloitte	Houston Livestock Show and Rodeo	Pannell Kerr Forster of Texas, P.C. PKF Texas	Sysco Corporation	UTMB Health
Bmate	Dow, Inc.	Houston Methodist	Perry Homes, LLC	Talos Energy Inc.	Valero
bp America, Inc.	Education Foundation of Harris County	Husch Blackwell LLP	Phillips 66	Targa Resources, Inc.	Verizon
Bracewell LLP	Emerson	INEOS O&P USA	Plains	TDECU	Weaver
Brookfield Properties Corp.	England & Company	Intel	PNC Bank	Texas A&M Health	Weekley Development Company
Burns & McDonnell, Inc.	Energry Texas, Inc.	iteach Texas	Port Houston	Texas A&M University	Wellby Financial
Calpine Corporation	EOG Resources, Inc.	JLL	Port of Corpus Christi Authority	Texas Children's Hospital	Wells Fargo
Camden Property Trust	Ernst & Young LLP	John L. Nau, III	Prairie View A&M University	Texas Medical Center	Westlake Corporation
Canon Solutions America, Inc.	Exxon Mobil Corporation	JPMorgan Chase	Quanta Services Inc.	Texas Mutual Insurance Company	Whitmire & Munoz LLC
Capstan Tax	Fifth Third Bank	Kelsey-Seybold Clinic	Raise Your Hand Texas	Texas Southern University	Winstead PC
Career and Recovery Resources, Inc.	Five-S Group	Kinder Foundation	Reliant, an NRG Company	Texas Star Alliance	Woodforest National Bank
Career Management Partners	Frost Bank	Lee College	Rice University	The American College of Education	Woodside Energy (USA) Inc.
Cemvita	Gensler	Legacy Community Health Services	RSM US LLP	The Boston Consulting Group	
CenterPoint Energy	Good Reason Houston	Lime Rock Resources	Sam Houston State University	The Fay School	
Cheniere Energy, Inc.	Grace & McEwan Consulting	Locke Lord	San Jacinto College System	The Friedkin Group Inc.	
	Greater Houston Builders Association	Lone Star College			

2024 PLATINUM SIGNATURE SPONSORS



2024 SIGNATURE SPONSORS



2024 EXECUTIVE PARTNERS





GREATER HOUSTON
PARTNERSHIP

Making Houston Greater.