



FALL

20
22

GREATER HOUSTON **PARTNERSHIP**

SPONSORSHIP
GUIDE

MAKING HOUSTON GREATER

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



GREATER HOUSTON
PARTNERSHIP

Making Houston Greater.



The Greater Houston Partnership is Houston's leading business organization, representing diverse businesses and organizations across the 12-county greater Houston region.

HOUSTON NEXT

Companies of all industries and sizes come to the Partnership for its unparalleled programming making it the go-to place for Houston's business community to gain knowledge and make valuable connections.

The driving force behind all of the Partnership's work lies within its 900+ member companies and the thousands of leaders who engage with our organization through events and impact work. At the core of that work are guiding strategic pillars which focuses the Partnership's efforts to advance Houston's position as a great global city. Collectively, these pillars formulate our strategic plan known as Houston Next.

Our event programming is thoughtfully designed to advance the conversations happening across the business community related to each of these pillars, illustrating the significance of these areas to Houston's long-term growth for our region.

When you support the Partnership and our events, your company demonstrates dedication to these important strategic pillars which strengthen Houston for all who live and work in our great region.



BRANDING THAT MAKES AN IMPACT

2022 FALL SPONSORSHIP OPPORTUNITIES

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. 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 this fall and learn more about our **2023 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 email at **tleibowitz@houston.org**

EXPOSURE = BRANDING INFLUENCE

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

THE GREATER HOUSTON PARTNERSHIP REACHES



22K+
ENGAGED EMAIL SUBSCRIBERS



110K
SOCIAL MEDIA FOLLOWERS



915K
WEBSITE VISITORS ANNUALLY



1/5
OF THE REGION'S TOTAL WORKFORCE



35K+
VIRTUAL AND IN PERSON EVENT ATTENDEES (2021)

Through our Signature Events, Business Resource Groups and robust webinars, the Partnership offers a dynamic set of sponsorship opportunities that:

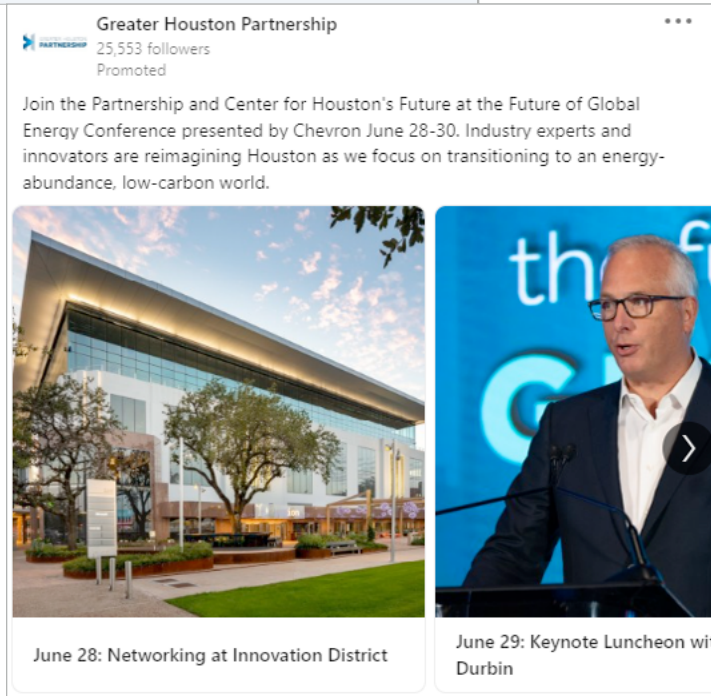
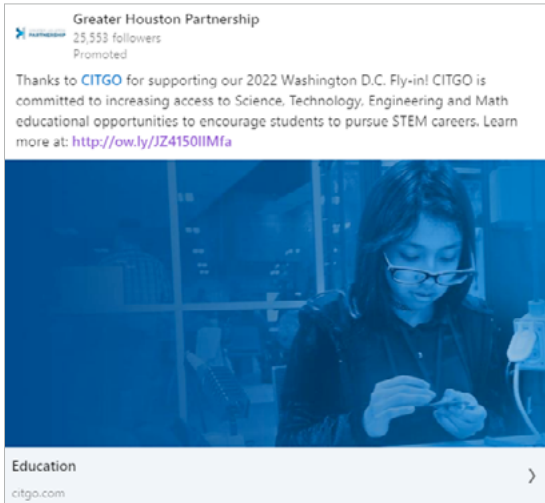
- Raise brand awareness among executives, leaders in key regional industries and Houston's civic-minded business community
- Offer high-level networking, business connections, exclusive VIP access and visibility
- Position your message in front of business decision-makers
- Align your company with the Partnership's mission

A wide range of opportunities are available, offering branding exposure through the Partnership's robust direct marketing avenues.



SOCIAL MEDIA SPONSORSHIP BENEFITS

Sponsoring social media can help promote brand awareness and draw in new followers or potential customers. Sponsors engage with the Partnership's social audience to effectively draw positive and desirable attention to specific projects that interface with the theme of the events.



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Highlighted Events and Fundraisers

The Partnership has reimagined the traditional corporate luncheon engagement which allows sponsors added opportunities for cross-platform branding, high level connections, thought leadership and information sharing. 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, all with a foundation of racial 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 | \$3,500 - \$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 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.

2023 Branding Opportunities Available

AUDIENCES ATTENDING

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



GREATER HOUSTON PARTNERSHIP
soirée

ANNUAL GOLF CLASSIC

SPONSORSHIP LEVELS | \$1,000 - \$25,000

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.

AUDIENCES ATTENDING

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



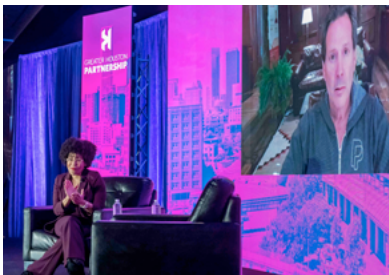
HOUSTON DIVERSECITY SUMMIT

SPONSORSHIP LEVELS | \$4,000 - \$50,000

The Houston DiverseCity Summit will focus on DEI as a business imperative and share practical ways businesses can advance progress, improve outcomes, and move from intention to impact. The Summit offers both breakout discussions and keynote speaker content that will share actionable insights to help companies and organizations of all sizes meet business outcomes and stakeholder expectations.

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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Special Events + “State of” Series

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 stay informed.

SAVE THE DATE
Annual Meeting 2023
February 2, 2023



SPONSORSHIP LEVELS | \$3,000 - \$15,000



STATE OF THE AIRPORTS

GREATER HOUSTON PARTNERSHIP

We are honored to feature Director of Aviation for Houston Airports, Mario Diaz, who will share the latest information and growth plans for Houston's three aviation facilities. Diaz also addresses the important role the Houston Airports play in bolstering Houston's position as an international air gateway.



STATE OF EDUCATION

GREATER HOUSTON PARTNERSHIP

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 at all levels of learning across the region. We are honored to feature Renu Khator, Chancellor and President of the University of Houston as our keynote speaker.



FUTURE OF THE HOUSTON REGION

GREATER HOUSTON PARTNERSHIP

The State of the Houston Region will feature will feature leaders working to attract leaders working to attract leading companies and advocate for business-friendly policy across the 12-county region. The discussion will feature a conversations centered around efficient government, economic growth, future outlook and more.



HOUSTON REGION ECONOMIC OUTLOOK

GREATER HOUSTON PARTNERSHIP

At this annual event, we highlight the national economic outlook. The Partnership's Senior Vice President of Research, Patrick Jankowski, will also share the 2023 employment forecast and what businesses can expect to see in Houston's economy in the year ahead.



The Greater Houston Partnership will recognize area Inc. 5000 honorees for 2020, 2021 and 2022 by holding a special celebration of some of the fastest-growing, privately held companies in Houston and the surrounding areas.



STATE OF INFRASTRUCTURE

GREATER HOUSTON PARTNERSHIP

As the greater Houston region grows, our infrastructure must match the increasing demands needed to advance our community, particularly in the areas of broadband, roads and highways, transit, and flood mitigation. The inaugural State of Infrastructure features corporate leaders, business executives, and elected officials discussing the infrastructure needs to build resilient communities.



STATE OF THE PORT

GREATER HOUSTON PARTNERSHIP

As the nation's largest port in foreign tonnage, Port Houston is an economic driver that impacts the local, state and national economy. Chairman Ric Campo will discuss the innovation taking place at Port Houston and the generation-defining Project 11. The much anticipated Project 11 will deepen and widen the Houston Ship Channel and ultimately increase economic impact, jobs and address supply chain challenges.



STATE OF SPACE

GREATER HOUSTON PARTNERSHIP

What lies ahead for Houston's aerospace industry and emerging commercial realm of space flight? This event brings together some of the sharpest minds in aerospace and aviation technology who are charting a vibrant future for this key industry and the tremendous momentum of the commercial space industry in Houston and globally.



STATE OF THE TEXAS MEDICAL CENTER

GREATER HOUSTON PARTNERSHIP

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.

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Webinar/ Seminar Series

Stay informed on everything from Houston's economy to the latest business innovations with our frequent webinar and seminar series.





ECONOMY SERIES WEBINAR

EXCLUSIVE SPONSORSHIP | \$30,000 (SOLD)

Patrick Jankowski, Senior Vice President of Research for the Greater Houston Partnership leads 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, the Houston Facts publication, and the Bayou Business Download Podcast: 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.

ONE HOUSTON together

SPONSORSHIP LEVELS | \$4,000 - \$20,000

Led by a board level committee, One Houston Together is the Partnership’s commitment to leverage the power of the business community to reduce inequities. Progress through One Houston Together depends on collective action by the business community to drive change in three priority areas: increase racial equality in the corporate talent pipeline, grow racial diversity of executive (board) leadership and accelerate the growth of underrepresented businesses.

Webinars scheduled for July and November 2022



ILLUMINATE HOUSTON an INNOVATION CONVERSATION

SPONSORSHIP LEVELS | \$3,000 TO \$5,000

Illuminate Houston highlights Houston and the nation’s business and thought leaders who are challenging our way of thinking about the future. In this unconventional event, the audience and speaker have an opportunity to interact and discuss issues, trends and technologies and their impact on how we do business. **Seminars scheduled for August, October and November 2022**

UPSKILLWORKS FORUM SERIES

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.

Quarterly webinars.

WHY HOUSTON

SPONSORSHIP LEVELS | \$1,500-\$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 highlight the contributing factors to why Houston was selected as a place to start or grow a business.

Webinars scheduled for September and December.



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) |
 “Go Beyond” series provides members with global business knowledge and connections to expand your networks. **Events scheduled for August and November**



FUTURE OF TEXAS | Features influential leaders, elected officials and government relations professionals shaping policy at our state, local and federal levels.
Monthly events



HOUSTON YOUNG PROFESSIONALS AND ENTREPRENEURS (HYPE) | Designed to provide professional development and networking opportunities to grow the next generation of Houston business and community leaders. HYPE hosts numerous events each year, from Exec Next with c-suite thought leaders to the Illuminate Houston series. **Events scheduled for September and November**



TALENT RESOURCES GROUP | 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 major event in October, the Houston DiverseCity Summit. **Events scheduled for August, September and November**



WOMAN'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 Women's Day. **Events scheduled for August and December**

COUNCILS

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.

- Diversity, Equity & Inclusion
- Education & Workforce
- Innovation
- Arts, Culture, Tourism & Sports
- Quality of Life
- Economic Development
- Energy & Energy 2.0
- Health & Health Care

Councils are available monthly.
 Limited availability for sponsorships for 2022.



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 email at **tleibowitz@houston.org**

Develop Your Plan of Action

Highlight your brand across select **Signature Events, Business Resource Groups, publications** and more that best suit your needs to leverage your company's profile with high visibility and sponsor benefits.

- 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

CONTACT

Terry Leibowitz,

Director, Member Engagement and Sponsorships

t Leibowitz@houston.org to get started.



JOIN US AS A 2023 SIGNATURE SPONSOR

We invite you to join us as a 2023 Signature Sponsor! As a 2023 Signature Sponsor, our team can create a custom plan of action with the Greater Houston Partnership's Signature Events & Business Resource Groups. Join us as a Platinum Signature Sponsorship for a minimum \$50,000 annual investment or a Signature Sponsor with a minimum \$30,000 annual investment.

As a Signature Sponsor, together we amplify your company's profile with year-round high visibility and exclusive benefits. Select the Events & Business Resource Groups where you would like to enhance 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.



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 at all Signature Events
- Centerpieces or video screens at every Signature event
- Special Recognition at Annual Meeting
- Invitation to all VIP receptions at Signature Events
- Access to Signature Events attendee registration list upon request

Please ask for more information on the Platinum Signature Sponsor benefits.



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THE GREATER HOUSTON PARTNERSHIP THANKS OUR 2022 SPONSORS AND UNDERWRITERS*

(* As of June 30, 2022)

ABS - American Bureau of Shipping
Accenture
Access Sciences Corporation
Action Gypsum Supply, Lp
AIG
Amegy Bank
Aravo Solutions, Inc.
Baker Tilly US, LLP
Bank of America
Bank of Texas
Bechtel Energy Inc
Bloom Energy
Blue Cross and Blue Shield of Texas
bp America, Inc.
Bracewell LLP
Burns & McDonnell, Inc.
Callon Petroleum
Calpine Corporation
CenterPoint Energy
Cheniere Energy, Inc.
Chevron
Chicago Title Commercial
CITGO Petroleum Corporation
Citigroup
City of League City, Texas
Comcast
ConocoPhillips
Conroe EDC
Daikin Comfort Technologies
Deloitte
Dow, Inc.
EOG Resources, Inc.
Ernst & Young LLP
Exxon Mobil Corporation
EYP
Fifth Third Bank
First American Title Insurance Company
Freedmen's Publishing Company
Gonzalez Olivieri LLC
Google Cloud
Greater Houston Builders Association
GTI Energy

Halliburton Labs
Haynes and Boone, LLP
HCA Houston Healthcare
H-E-B
Hess Corporation
Hines
Holland & Knight LLP
Houston Airport System
Houston Association of Realtors
Houston Community College
Houston First Corporation
Houston Methodist
HP Inc.
Hunton Andrews Kurth LLP
INEOS O&P USA
Infinity Power Partners
Intel
Jacobs
JLL
Johnny Dang & Co
Kinder Foundation
Kindred Healthcare
Kingham Dalton Wilson, Ltd.
Legacy Community Health Services
Lime Rock Resources
Lone Star College
McGriff Insurance Services, Inc.
Memorial Hermann Health System
Motiva Enterprises LLC
Mustang Cat
Oxy
Pacific Enterprise Capital International
Page
Pannell Kerr Forster of Texas,
P.C. PKF Texas
Pasadena Economic
Development Corporation
Pearland Economic Development Corp.
Perry Homes, LLC
Phillips 66
Pillsbury Winthrop Shaw Pittman LLP
PNC Bank
Prairie View A&M University
Priority Power
Reliant, an NRG Company
Reneka Digital
Repsol
RSM US LLP

San Jacinto College System
Sempra
Shell Oil Company
Silver Eagle Distributors Houston, LLC
Southwest Airlines Co.
Talos Energy Inc.
Targa Resources, Inc.
TC Energy
TDECU
Texas A&M Energy Institute
Texas A&M University
Texas Medical Center
Texas Mutual Insurance Company
Texas Star Alliance
The Boston Consulting Group
The Energy Corridor District
The Fay School
The Friedkin Group Inc.
The Ion
The University of Texas MD Anderson
Cancer Center
The Woodlands Area Economic
Development Partnership
Total Gas & Power North America
Truist
Tudor, Pickering, Holt & Co. LLC
Union Pacific Railroad Company
United Airlines
University of Houston
UTHealth
Valero
Vari
Waste Management, Inc.
Wells Fargo
Westlake Chemical Corporation
Winstead PC
Worley Group Inc.

2022 SIGNATURE SPONSORS



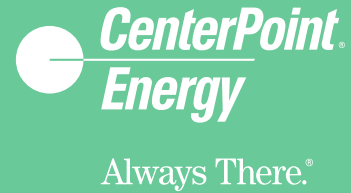
A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
an Independent Licensee of the Blue Cross and Blue Shield Association



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2022 EXECUTIVE PARTNERS



713-844-3678 | MEMBER.ENGAGEMENT@HOUSTON.ORG

PARTNERSHIP TOWER

701 Avenida de las Americas, Suite 900 Houston, TX 77010

AUSTIN | BRAZORIA | CHAMBERS | FORT BEND | GALVESTON | HARRIS
LIBERTY | MONTGOMERY | SAN JACINTO | WALKER | WALLER | WHARTON