

The Sustainability of Texas Communities West of I-35: Collaborative Opportunities for Agriculture, Business & Healthcare

Amarillo, Texas
September 15-17, 2022

The Texas Lyceum is pleased to host a conference exploring collaborative opportunities for agriculture, business & healthcare. Unlike frequent reports, rural America is more diverse economically, demographically and with the industries in their communities. This meeting will be an opportunity to discuss how Texas communities west of I-35 remain sustainable and relevant.

Agriculture, business, and healthcare provide a strong foundation for rural and small communities. The meeting will provide first-hand an opportunity for

attendees to learn about the beef and dairy industries and how businesses remain sustainable to provide food to the state, region, nation, and the world. The meeting also will focus on how Panhandle and West Texas communities recruit and support businesses, large and small, and the delivery of healthcare in smaller communities where patient access to care has challenges different from urban and suburban areas of our state. With the development and utilization of telemedicine, regional healthcare is providing innovative solutions to help address this challenge.

The conference kicks-off on Thursday, September 15 at the Texas Tech University School of Veterinary Medicine in Amarillo, with an evening of music, dancing, and great food. Texas country music artist Pat Green will play a private show for Lyceum directors, alumni, and guests with a dinner showcase of the culinary diversity from the area.

Friday morning, conference attendees will learn about collaborative opportunities for agriculture, business & healthcare at Hodgetown baseball park, home to the Amarillo Sod Poodles, the Arizona Diamondbacks Double-A affiliated baseball team. In the afternoon, conference attendees will have the opportunity to tour a beef cattle feedyard, a dairy, and a beef processing facility. Friday activities conclude at a fireside chat focused on the importance of rural communities who provide vital resources throughout the state, region and nation. Saturday morning will begin with the Texas Lyceum Directors' meeting, followed by optional activities including a visit to Palo Duro Canyon State Park, the second largest canyon in the United States.

About the Lyceum

Texas Lyceum has a unique 40-year history as Texas' leading, statewide, non-profit leadership organization focused on connecting a diverse community of business and government leaders with experts, opinion leaders, and policy makers on important topics facing our state and country. Our extensive statewide network has grown to almost 1,000 directors (current director list [here](#)) and alumni, including former President George W. Bush, Secretary Margaret Spellings, former Senator Kay Bailey Hutchinson, Senator Ted Cruz, Governor Greg Abbott, Members of Congress, Members of the Texas Legislature, federal judges, and global business leaders representing energy, technology, health care, defense, transportation and financial sectors. Local Lyceum alumni include Bob Juba, Four Price, Nancy Seliger, Richard Ware, William Ware, and several other Panhandle leaders.



PRESENTING SPONSOR – \$40,000

- Prominent logo placement on conference program, signage, pre and post-event promotional and informational emails, and Texas Lyceum event webpage
- Prominent social media recognition as an event sponsor
- Invitation for ten (10) to attend the Thursday evening welcome event and Friday conference
- Ten (10) reserved seats at the Pat Green Concert Friday night
- Opportunity to introduce a speaker or make opening remarks on Thursday evening
- Opportunity to include company/organization materials for attendees of the meeting
- Opportunity to participate in Friday field tours

PLATINUM SPONSOR – \$20,000

- Prominent logo placement on conference program, signage, pre and post-event promotional and informational emails, and Texas Lyceum event webpage.
- Social media recognition as an event sponsor
- Invitation for six (6) to attend the Thursday evening welcome event and Friday conference
- Six (6) reserved seats at the Pat Green Concert Friday night
- Opportunity for recognition as Fireside Chat or Friday conference session sponsorship
- Opportunity to introduce a speaker and make remarks at Fireside Chat or Friday session
- Opportunity to include company/organization materials for attendees of the meeting
- Opportunity to participate in Friday field tours

GOLD SPONSOR – \$10,000

- Logo placement on the conference program and conference signage
- Logo and link recognition in pre and post-event promotional and informational emails
- Logo placement on event page of Texas Lyceum website
- Social media recognition as an event sponsor
- Invitation for four (4) to attend the Thursday evening welcome event
- Invitation for four (4) to attend Friday conference sessions and field tours
- Opportunity to include company/organization materials for attendees of the meeting

SILVER SPONSOR – \$5,000

- Logo placement on the conference program and conference signage
- Logo and link recognition in pre and post-event promotional and informational emails
- Logo placement on event page of Texas Lyceum website
- Social media recognition as an event sponsor
- Invitation for two (2) to attend the Thursday evening welcome event
- Invitation for two (2) to attend Friday conference sessions or field tours
- Opportunity to include company/organization materials for attendees of the meeting

BRONZE SPONSOR – \$2,500

- Logo placement on the conference program and conference signage
- Logo and link recognition in pre and post-event promotional and informational emails
- Logo placement on event page of Texas Lyceum website
- Social media recognition as an event sponsor
- Invitation for two (2) to attend either the Thursday welcome event or the Friday sessions.

*All contributions to the Texas Lyceum are tax deductible.

Yes, I would like to sponsor the Texas Lyceum Amarillo conference on **The Sustainability of Texas Communities West of I-35: Collaborative Opportunities for Agriculture, Business & Healthcare** at the following level:

Platinum (\$20,000) _____ Gold (\$10,000) _____ Silver (\$5,000) _____ Bronze (\$2,500) _____

No, I will not take advantage of the sponsorship benefits, but I would still like to contribute \$ _____.

Amount Enclosed \$ _____

Company/Organization _____

Name _____ Title _____

Address _____

Phone _____ Email _____

Facebook _____ Twitter _____ Instagram _____

Please complete and email this form along with a high-resolution .jpg or .eps file of your logo to Conference Co-Chair Josh Winegarner at josh@tcfa.org. The deadline for recognition in meeting programs and signage is September 2, 2022.

To make a contribution by credit card, please go to www.texaslyceum.org and click the Donate button. Contributions by check should be made payable to The Texas Lyceum and mailed to 1321 Antoine Drive, Houston, TX 77055.

Should you have any questions or need additional information, please contact Josh at the email above or call (806) 683-2966.

The Texas Lyceum is a 501(c)(3) organization, and all contributions are tax deductible.