



In November 2022, The Texas Lyceum is pleased to host a conference that will peer behind the Pine Curtain and explore the opportunities and future of East Texas. We hope you will join us in Longview Texas, as we learn more about the city and region, including what makes the area thrive and drive national and international businesses to the community.

Our conference “kicks off” the evening of Thursday, November 3 as we host a welcome reception and dinner at the Gregg County Airport/KRS Hanger where we will be welcomed by the famous Kilgore College Rangerettes. We will learn about the region from area experts and experience a Hot Air Balloon Glow from local balloon pilots and enthusiasts.

Friday morning conference attendees will learn about the region’s business climate and discover what makes East Texas communities attract and retain both local and international businesses. The meeting will provide conversations that center around the local and regional economic development environment, how communities utilize incentives to attract industries that are creating and retaining jobs in the community, and spotlight the importance of an educated workforce to the sustainability of the region.

Friday afternoon conference attendees will travel to the recently completed Gap, Inc. Customer Experience Center where the group will learn about why the brand chose East

Texas as home to their 6th national campus and tour their state-of-the-art e-commerce and distribution facility. The conference will conclude Friday evening with dinner, wine tasting and a fireside chat at Enoch's Stomp Vineyard & Winery in Harleton, Texas as the group learns more about the eclectic culture of East Texas.

We hope that you will be able to join us as a sponsor for the event. Attached to this letter are the various sponsor levels that range from \$2,500 to \$20,000. Corresponding sponsor benefits are also listed for each level. If you would like to become a sponsor, please complete the attached sponsorship form and email the form to XPena@stdavidsfoundation.org. If you have any questions, you can also contact Natalie Lynch at (903) 235-6564. We thank you in advance for your consideration.

** The Texas Lyceum has a unique history that spans more than 40-years 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 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, federal judges, and global business leaders representing energy, technology, health care, defense, transportation and financial sectors. Local Lyceum alumni include Judge Bill Stoudt, C. Mark Abernathy, Ray Hatcher, Thomas Merrit, Trent Ashby, Jeff Austin III, Gaylord Hughey, Jr, Kimberly Bursey-Reese, Jeb Jones and many other East Texas leaders.*

Natalie Lynch (2019, Longview), Terry Bruner (2019, Houston), Xavier Peña (2019, Austin)
Longview Conference Tri-Chairs

MEETING SPONSOR BENEFITS

ALL SPONSORS

- 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

PRESENTING SPONSOR – \$20,000

- Invitation for six (6) to attend the Thursday evening welcome event and all Friday conference sessions
- Six (6) reserved seats at the Friday night “dinner and fireside chat”
- Opportunity to introduce a speaker or make opening remarks for a panel
- Opportunity to include company/organization materials for attendees of the meeting
- Prominent logo placement on conference program, signage, pre- and post-event promotional and informational emails, and Texas Lyceum event webpage.

GOLD SPONSOR – \$10,000

- Invitation for four (4) to attend the Thursday evening welcome event and all Friday conference sessions
- Four (4) reserved seats at the Friday night “dinner and fireside chat”
- Opportunity to introduce a speaker or make opening remarks for a panel
- Opportunity to include company/organization materials for attendees of the meeting

SILVER SPONSOR – \$5,000

- Invitation for two (2) to attend the Thursday evening welcome event and all Friday conference sessions
- Two (2) reserved seats at the Friday night “dinner and fireside chat”
- Opportunity to include company/organization materials for attendees of the meeting

BRONZE SPONSOR – \$2,500

- Invitation for one (1) to attend the Thursday evening welcome event and all Friday conference sessions
- One (1) reserved seats at the Friday night “dinner and fireside chat”

_____ Yes, I would like to take advantage of the meeting sponsorship benefits. Indicate level below:
_____ Presenting (\$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 provide a high-resolution .jpg or .eps file of your logo to info@texaslyceum.org.
The deadline for recognition in meeting programs and signage is Monday, October 17, 2022.

Please complete and email this form to Xavier Pena at XPena@stdavidsfoundation.org.

If you desire to return this form via mail and/or remit by check, please make checks payable to: The Texas Lyceum
at
1321 Antoine Dr, Houston, TX 77055

OR you may make payment by credit card by contacting our administrative team at info@texaslyceum.org.
The Texas Lyceum is a 501(c)(3) organization.