



**THE TEXAS LYCEUM**

**CELEBRATING 45 YEARS**

[texaslyceum.org](http://texaslyceum.org)

# 2025

## About the Conference



Embark on a captivating journey through the rich tapestry of Texas for The Texas Lyceum's 2<sup>nd</sup> Quarter, 2025 conference ***Becoming Texas: The Cultural Crossroads of Texas Heritage.***

This engaging conference, poignantly located on the former Western Frontier near Marfa, is designed to delve into the multifaceted origins, development, and unity of the Lone Star State. Simply put, it is a glance back at the compelling stories of our past that continue to shape an enlightened way forward of our evolving Texas identity.

*Becoming Texas* will unravel the untold stories and hidden narratives that have contributed to the vibrant mosaic of Texas by re-discovering the diverse array of cultures that have forged our Texas mindset. Key themes and topics to be explored include:

- **Becoming Texans:** Delving into the concept of Texan identity, this segment will examine the various factors that have influenced individuals' sense of belonging and allegiance to the state.
- **Untold Stories of Texas Origins:** Uncovering lesser-known narratives and perspectives, this theme will shed light on marginalized voices and overlooked chapters in Texas history.
- **European Settlement:** Tracing the arrival of European explorers and settlers to Texas, this segment will highlight the cultural, economic, and political contributions of European immigrants to the state.
- **And much more!**

By engaging with these themes, issues, and topics, Lyceum Directors, alumni, and guests will gain a deeper appreciation for the rich cultural heritage and complex historical legacy of Texas, with particular focus on how each of us stand closer together on Texan issues than we often realize. *Becoming Texas* promises to be an inspiring experience, fostering a greater understanding of the diverse forces that have shaped the Lone Star State. Join us!



## THE TEXAS LYCEUM

The Texas Lyceum is the premier non-profit, non-partisan, statewide leadership organization focused on identifying the next generation of top Texas leaders. We have 96 active Directors from around the state, and our alumni go on to serve our communities, state, and nation in significant ways. Texas Lyceum alumni have served as President of the United States, White House Staff, U.S. Senators & House Members, Ambassadors, the Governor's Mansion, the Texas Legislature, and leading corporations. Throughout our 42-year history, we have explored topics ranging from education to energy, and criminal justice to banking. Our goal is to inform, engage, and spark debate among Texans about the important issues facing our state.

Sponsorship and speaking opportunities are available. Information on sponsorship levels and benefits is on the following pages. Please contact one of our conference co-chairs or the Texas Lyceum Administrator for additional information.

**CRAYTON WEBB**  
2025 President

**AMBER BURTON**  
Conference Co-chair

**WENDIE COOK**  
Conference Co-chair

**RYAN LILLEY**  
Conference Co-chair

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### Honorary Alumni Co-chairs

Hon. Pete Gallego '94

Jay Kleberg '17

Brandon Seale '19

Johnny Sutton '06



## THE TEXAS LYCEUM

### SPONSORSHIP LEVELS

#### 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 the event page of The Texas Lyceum website
- Social media recognition as an event sponsor

#### PRESENTING SPONSOR – \$20,000

- Invitation for eight (8) corporate representatives to attend the Thursday evening welcome event and all Friday conference sessions
- Eight (8) reserved seats at the Fireside Chat & Dinner featuring a VIP speaker
- Opportunity to include company/organization materials for attendees of meetings
- Opportunity to address guests at Thursday evening welcome event
- Prominent logo placement on the conference program, signage, pre- and post-event promotional and informational emails, and Texas Lyceum event webpage.

#### PLATINUM SPONSOR – \$15,000

- Invitation for six (6) corporate representatives to attend the Thursday evening welcome event and all Friday conference sessions
- Six (6) reserved seats at the Fireside Chat & Dinner featuring a VIP speaker
- Opportunity to include company/organization materials for attendees of meetings
- Opportunity to introduce a speaker or make opening remarks for a panel
- Prominent logo placement on the conference program, signage, pre- and post-event promotional and informational emails, and Texas Lyceum event webpage.

#### GOLD SPONSOR – \$10,000

- Invitation for four (4) corporate representatives to attend the Thursday evening welcome event and all Friday conference sessions
- Four (4) reserved seats at the Fireside Chat & Dinner featuring a VIP speaker
- Opportunity to include company/organization materials for attendees of meetings
- Opportunity to introduce a speaker or make opening remarks for a panel

#### SILVER SPONSOR – \$5,000

- Invitation for two (2) corporate representatives to attend the Thursday evening welcome event and all Friday conference sessions
- Two (2) reserved seats at the Fireside Chat & Dinner featuring a VIP speaker
- Opportunity to include company/organization materials for attendees of meetings

#### BRONZE SPONSOR – \$2,500

- Invitation for one (1) corporate representative to attend the Thursday evening welcome event and all Friday conference sessions
- One (1) reserved seat at the Fireside Chat & Dinner featuring a VIP speaker



# THE TEXAS LYCEUM

## SPONSORSHIP FORM

Yes, I would like to sponsor The Texas Lyceum 2025 Marfa Conference!

- PRESENTING SPONSOR – \$20,000
- PLATINUM SPONSOR – \$15,000
- GOLD SPONSOR – \$10,000
- SILVER SPONSOR – \$5,000
- BRONZE SPONSOR – \$2,500

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

Amount Enclosed \$ \_\_\_\_\_

### SPONSOR INFORMATION

**Sponsoring Company/Organization\*** \_\_\_\_\_

**Facebook** \_\_\_\_\_

**Twitter** \_\_\_\_\_

**Instagram** \_\_\_\_\_

**LinkedIn** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

Please submit a high-resolution logo in .jpg or .eps format to [info@texaslyceum.org](mailto:info@texaslyceum.org).

The deadline for recognition in meeting programs and signage is March 5<sup>th</sup>, 2025.

Please complete and email this form to Ryan Lilley ([lilleyrj98@yahoo.com](mailto:lilleyrj98@yahoo.com)).

Sponsorships can be paid online by clicking "Donate" at [www.texaslyceum.org](http://www.texaslyceum.org)  
and completing the payment form.

Contact [info@texaslyceum.org](mailto:info@texaslyceum.org) for a mailing address if you would like to return this form by mail and/or pay for your sponsorship via check. Please make checks payable to The Texas Lyceum.