

# Informing the Future

## Instability and Innovation in Media

Dallas | September 18-20, 2025



CAMPAIGN.  
FOR CIVILITY.



THE TEXAS LYCEUM

CELEBRATING 45 YEARS  
[texaslyceum.org](http://texaslyceum.org)

# 2025

## About the Conference



# Informing the Future Instability and Innovation in Media

Each year the Texas Lyceum highlights dynamic cities in Texas through four quarterly conferences around the state. The Texas Lyceum is proud to announce that our conference in September of 2025, ***Informing the Future: Instability and Innovation in Media*** will be held in Dallas, Texas.

The news media is experiencing existential change, with traditional media rapidly shrinking to near extinction, while a large and diverse group of upstart information outlets are capturing audience. We intend to explore a two-part question in this conference: Where are Texans getting their information, and is that information sufficient to make strong decisions for the future of our government, economy and communities?

Speakers will include working journalists and media executives, newsmakers, media entrepreneurs, academics, media experts, and others who will enrich our understanding of these vital issues.

To make this event successful, we welcome you to partner with us in sponsoring this worthwhile and forward-looking conversation. Please see the following sponsorship pages with additional details. We welcome you to join us on this journey, as we work for a better Texas.



# 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

**CLINT MORRIS**  
Conference Co-chair

**JESSE OZUNA**  
Conference Co-chair

**ELIZABETH SOUDER**  
Conference Co-chair

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## Honorary Alumni Co-chairs

Catherine Cuellar '15

Holly Kuzmich '16



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

### PRESENTING SPONSOR - \$25,000

- 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 the meeting
- Opportunity to address guests at Thursday evening welcome event
- Prominent logo placement on conference program, signage, pre- and post-event promotional and informational emails, and Texas Lyceum event webpage

### PLATINIUM 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 introduce a speaker or make opening remarks for a panel
- Opportunity to include company logo/organization materials for attendees of the meeting

### 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 logo/organization materials for attendees of the meeting

### BRONZE SPONSOR - \$5,000

- Invitation for one (1) to attend the Thursday evening welcome event
- One (1) reserved seat at the Fireside Chat & Dinner featuring a VIP speaker



# THE TEXAS LYCEUM

## SPONSORSHIP FORM

The deadline for recognition in meeting programs and signage is **August 18, 2025**.

Select your sponsorship level, create your invoice and/or process to payment through the form:

SUBMIT  
FORM

Contact [info@texaslyceum.org](mailto:info@texaslyceum.org) for mailing address if you desire to remit by check.  
Make check payable to: The Texas Lyceum.

*The Texas Lyceum is a 501(c)(3) organization.*