

# The New Border

## El Paso, TX

### January 27-29, 2022



In January of 2022, The Texas Lyceum is pleased to host a conference that will explore the confluence of commerce and culture that is defining the “new” Texas-Mexico border. Join us in El Paso and Ciudad Juárez, home to the largest bilingual workforce on the U.S. - Mexico border comprising what would be the third largest metropolitan area in Texas to experience exactly how borderlands create commerce and culture. Thanks to its history as a borderland, Texas itself is rich in both. The identity of modern Texas, in fact, traces its roots back to the first meetings of Texas natives and Franciscan missionaries, which first occurred in the Paso del Norte region as early as 1659. And even before the arrival of the first Spanish settlers, the region's location at the near geographic center of the continent made it a natural trans-continental trading hub. Today, supply chains reaching across the entire world converge in the El Paso-Juarez region and companies like Blue Origin, Virgin Galactic, and SpaceX are making the Texas border a launching pad to New Frontiers as well. With a total population of 6 MM people living along the Texas-Mexico border, the

macro-region is increasingly one of the most important demographic constituencies in the state, even as it often struggles to attract resources proportional to its population size and economic impact.

Departing from traditional "border" conferences that focus on the region's role in immigration, drug trafficking, or security, Texas Lyceum's 2022 "The New Border" convening will expose a group of rising Texas leaders and guests to the broader commercial and cultural forces at play along the Texas border. These leaders will leave with a new appreciation for the Texas border's contributions to Texas' identity, but with also an appreciation of the economic dynamism of the Borderplex region in particular. A combination of "fireside chats," expert panels, and site visits aim to change Texas leaders' perception of the border, not as a place of conflict, but increasingly as a place of cultural and commercial innovation.

Our conference begins the evening of Thursday, January 27<sup>th</sup> at the private residence of a Texas Lyceum alumni for a fireside chat with Former Congressman Beto O'Rourke and Former U.S. Ambassador Christopher Landau. On Friday morning, we'll learn about the magnitude of the cross-border economy and the interdependence of the Texas and Mexican economies while looking out across the BorderPlex region from the UTEP's Durham Center. In the afternoon, we'll move to the newly completed Southwest University Ballpark to learn how sports can serve as the spearpoint of culture, and how borders inspire creativity. Attendees will then have the chance to experience El Paso and Juárez in the afternoon through a series of walking tours, and will finish the evening with a dinner and show in Juárez highlighting the region's almost 400 years of culture.

[The Texas Lyceum](#) also 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 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, federal judges, and global business leaders representing energy, technology, health care, defense, transportation and financial sectors.

#### Conference Co-Chairs

**Brandon Seale**

**Angie Rosales**

## 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 – \$15,000

- 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 a show”
- 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 a show”
- 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 a show”
- 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 a show”

\_\_\_\_\_ Yes, I would like to take advantage of the annual sponsorship benefits. Indicate level below:  
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\_\_\_\_\_ No, I will not take advantage of the sponsorship benefits, but I would still like to contribute.

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Please provide a high-resolution .jpg or .eps file of your logo to [info@texaslyceum.org](mailto:info@texaslyceum.org).

The deadline for recognition in meeting programs and signage is August 26, 2021.

**Please complete and email this form to Angie Rosales ([aarosales@sundt.com](mailto:aarosales@sundt.com)) or Brandon Seale ([bfseale@gmail.com](mailto:bfseale@gmail.com)).**

Contact [info@texaslyceum.org](mailto:info@texaslyceum.org) for a mailing address if you desire to return this form via mail and/or remit by check.

Make checks payable to: The Texas Lyceum.

OR you may make payment by credit card at [www.texaslyceum.org](http://www.texaslyceum.org) by clicking **Donate** and completing the payment form.

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