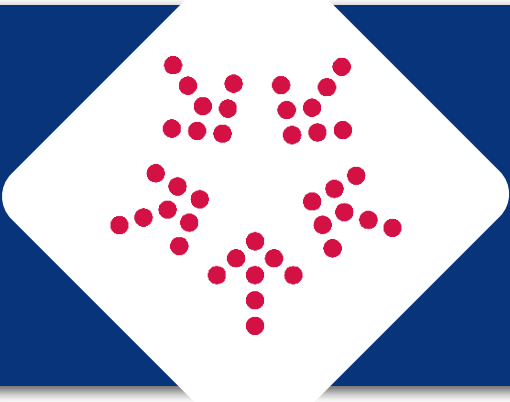


# 2021 PROSPECTUS

CONVENE | EDUCATE | ADVOCATE





# NTC Investment Opportunities

*Thank you for supporting the North Texas Commission! Your partnership and support of our programs helps to ensure the region remains strong, competitive and a great place to live, work, and play. We invite you to view our sponsorship opportunities and let us know where we can help you get involved. The future vibrancy of our region depends on it!*

**TO THE POINT Series .....1**

**North Texas Unites ..... 2**

**North Texas Commission Diversity, Equity, & Inclusion Program Series..... 3**

**NTX to D.C. Advocacy Trip ..... 4**

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**NTX Magazine ..... 8**

**Topic: North Texas ..... 9**

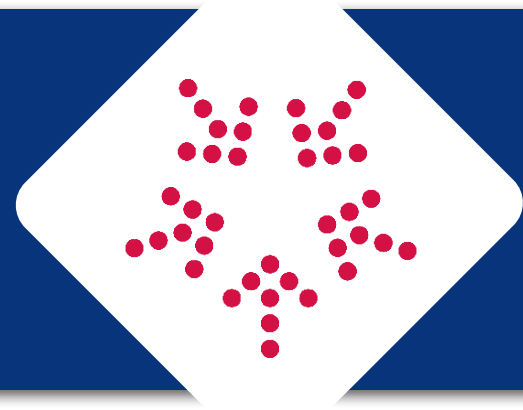


Regional focus. Global thinking.

**Questions?**  
Brooke Hambrick  
Development Manager  
[brooke@ntc-dfw.org](mailto:brooke@ntc-dfw.org)

# TO THE POINT SERIES

## Presented by Fidelity Investments



### FIDELITY INVESTMENTS PRESENTS

# TO THE POINT

NORTH TEXAS COMMISSION SPEAKER SERIES

TO THE POINT is a series which brings regional leaders together to dive deep into informative, regional topics.

### Sponsor Levels

#### 2021 DATES & TOPICS

##### • Wastewater Epidemiology & Pandemic Prediction

Date: October 2020

Details: We kick off the TO THE POINT series with a look at how molecular chemistry advances utilized by AECOM offer early detection of diseases before they reach pandemic proportions.

##### • County Judges Panel on Collaboration

Date: February 2021

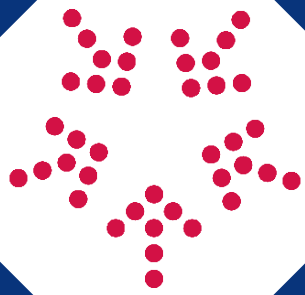
Details: Our second TO THE POINT a panel of county judges will discuss how collaboration has helped them come together to solve some of our region's greatest challenges.

##### • Legislative Wrap-Up

Date: Summer 2021

Details: The final event of our TO THE POINT series will feature a look back on the 87th legislative session.

	Signature Sponsor \$1,500	Event Sponsor \$1,000	Supporting Sponsor \$500
Virtual Sponsor Networking Reception one hour prior to luncheon			
Company name and logo recognition in event remarks and slide show			Company name only
Company logo placement in all pre-event & event collateral			Company name only
Company logo placement on event website			
Company recognition in event press releases			
10 guest passes to event			
10 \$20 Door Dash gift cards			
10 \$15 Door Dash gift cards			



**NORTH TEXAS UNITES**

March 3, 2021

Austin, Texas

# NORTH TEXAS UNITES



Join us for a virtual gathering at our State Capitol in Austin as leaders from across North Texas unite to meet with elected representatives.

## **NORTH TEXAS SPONSOR - \$5,000**

- Opportunity to speak at event
- Recognition in event press releases
- Company logo on all event collateral and website
- Recognition during all sessions

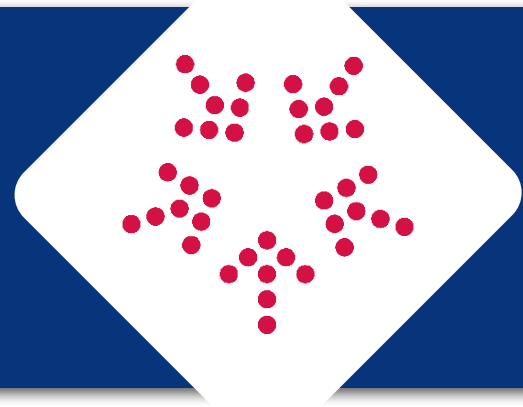
## **EVENT SPONSOR - \$1,000**

- Recognition in event press releases
- Company logo on all event collateral and website



# INSPIRING INCLUSION In an Evolving World

*A series of programs of the North Texas Commission Foundation*



## INSPIRING INCLUSION IN AN EVOLVING WORLD

The North Texas Commission is excited to announce its highly-anticipated 2021 Diversity, Equity and Inclusion programming. Entitled **Inspiring Inclusion**, the 2021 programming will be offered virtually with a series of programs featuring C-level leaders discussing their personal journeys and best practices to improve inclusion in the workplace and the community. Our goal is to provide hope and inspiration for North Texans and offer solutions in a rapidly changing world.

The North Texas Commission is fortunate to have members who are innovative and have a history of improving corporate cultures to be more inclusive. We recognize that racial and LGBTQ diversity at all levels of business, especially at leadership levels, is good for business and our country.

We will amplify these messages and encourage actions as we have done in previous years with our DEI summits. The sessions will be free for NTC members and will be available for group training and for individuals who want to be inspired and learn more about affecting change.

**Inspiring Inclusion** will launch in Spring 2021. Stay tuned for dates and details for registering. Please reach out to Charlene Stark at [charlene@ntc-dfw.org](mailto:charlene@ntc-dfw.org) to explore sponsorship support and any other questions.

### SUPPORT INSPIRING INCLUSION

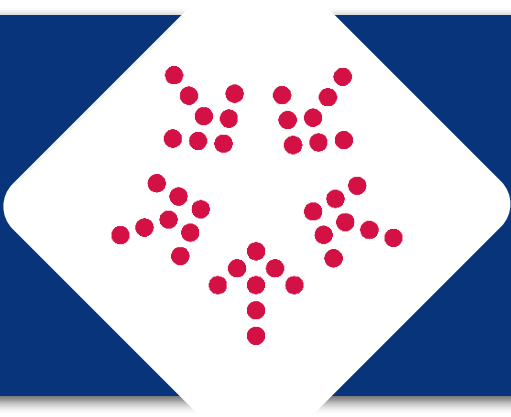
#### SESSION SPONSOR - \$10,000

Session sponsors will lead the development of specific programs featuring their C-level executives and their best practices.

Their logos and support will be promoted throughout the promotion of the series and be recognized for their support of North Texas Commission Diversity, Equity & Inclusion programming.

#### SERIES SPONSOR - \$1,500

Series sponsors will be promoted throughout the promotion of the series and be recognized for their support of North Texas Commission Diversity, Equity & Inclusion programming.



## D.C. FLY-IN Summer 2021



Join the NTC as we travel to our nation's capital to share the legislative priorities of your business, collaborate with national partners, agency officials and meet with our 15-member North Texas Delegation.

### **SESSION SPONSOR - \$5,000**

- Up to five (5) registrations for company representatives
- Opportunity to introduce session/speaker (first come, first select)
- Recognition in event press releases
- Company logo on all event collateral and website
- Recognition during all sessions

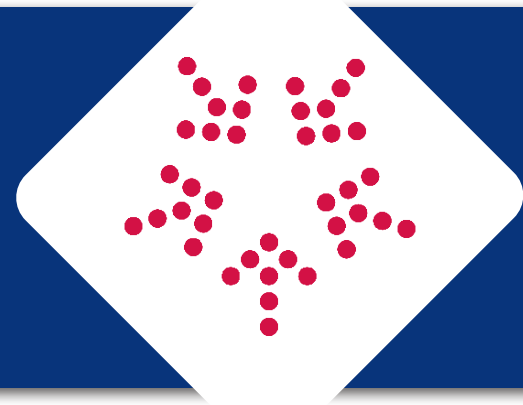
### **EVENT SPONSOR - \$2,500**

- Up to five (5) registrations for company representatives
- Recognition in event press releases
- Company logo on all event collateral and website
- Recognition during all sessions









































# 50TH ANNUAL MEMBERS' LUNCHEON

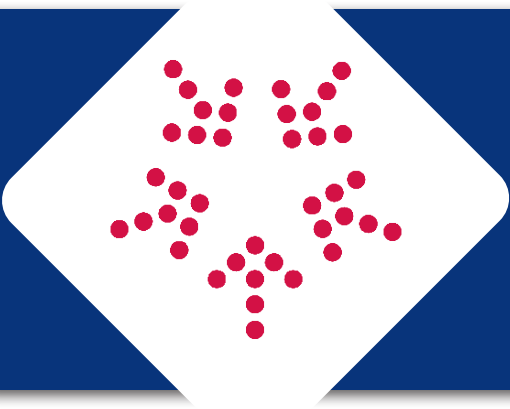
## September 2021



The North Texas Commission's Annual Members' Luncheon is the only gathering of all the region's public/private leaders. Each September, we convene government officials, business, chamber, and education leaders for a thought provoking conversation that showcases how collaboration and effective leadership is the cornerstone of a successful region.

### Sponsor Levels

	Presenting Sponsor \$30,000	Reception Sponsor \$15,000	Premiere Sponsor \$10,000	Gift Sponsor \$7,000	Signature Sponsor \$5,000	Event Sponsor \$2,500	Table Sponsor \$1,750
Presenting sponsor naming rights							
Reception sponsor naming rights							
Opportunity to provide welcome, intro or closing							
Commemorative gift item sponsor							
Company recognition in event remarks							
Company logo in all event collateral							Company Name Only
Company logo on table signage							
Company recognition in event press releases							
Seats at head table	2	2	1				
Table of eight (8)							



# LEADERSHIP NORTH TEXAS

*Educating Regional Leaders*

*A program of the North Texas Commission Foundation*

## LEADERSHIP NORTH TEXAS

[LEADERSHIPNORTHTEXAS.ORG](http://LEADERSHIPNORTHTEXAS.ORG)

**PROGRAM  
PRESENTED BY: ONCOR**

**Program Day Sponsor - \$5,000  
Tuition per participant - \$3,000**

### **PROGRAM DAY SPONSORSHIP - \$5,000**

Sponsor benefits include logo on agenda, logo on class directory and an opportunity to welcome the class on the designated program day. Program days include:

**September | Opening Retreat**

**October | Global North Texas**

**November | North Texas Economy**

**December | Social Determinants of Health**

**January | Education and Workforce**

**February | Cost of Incarceration**

**March | Sustainable Development**

**April | Preparing for the Next Million**

**May | Leadership, Graduation**

Leadership North Texas (LNT) is a graduate level leadership program aimed at recruiting, developing and supporting leaders who have a commitment to civic engagement, to learning, to collaboration and to the North Texas region. Participants will learn best practices in regional stewardship from regions that have successfully addressed regional issues and challenges relevant to the region; and participate in the development of appropriate strategies for North Texas.

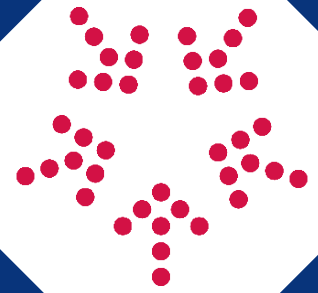




# Emerging Leaders of North Texas

*Professional Development Through Regional Understanding*

*A program of the North Texas Commission Foundation*



**[LNTUNIVERSITY.ORG](http://LNTUNIVERSITY.ORG)**

## **PROGRAM DAYS**

**October | Opening Retreat**

**November | Servant Leadership**

**December | Holiday Service Project**

**January | Personal Branding**

**February | Infrastructure**

**March | SIMSOC**

**April | Community Engagement**

**May | Graduation**

## **PROGRAM DAY SPONSORSHIP - \$2,500**

- Logo Placement on program day materials
- Logo recognition on LNT U website
- Designated representative to give welcoming remarks at company's program day

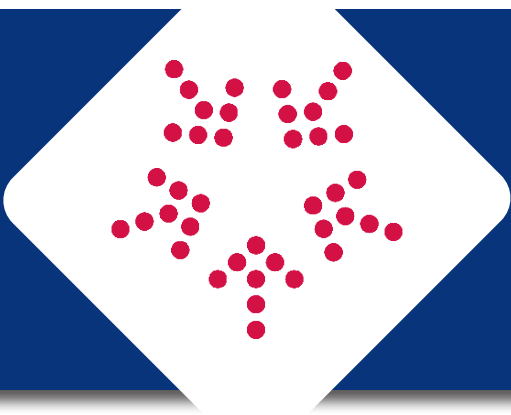
## **PRESENTING SPONSORSHIP - \$10,000**

- Presenting Sponsor Naming Recognition
- Prominent logo placement on the LNT U website
- Name recognition in social media content
- Logo placement on all LNT U collateral
- Prominent logo placement on all program day material
- Organization's CEO or designated representative to give welcoming remarks at the graduation reception
- Program participation on industry-related topics

Emerging Leaders of North Texas (eLNT) is a leadership program for young professionals under the age of 40 aimed at recruiting, educating and developing the future leaders of the Dallas-Fort Worth region. eLNT creates a hub of young workforce ambassadors who share their new knowledge with peers and give a voice to their generation when discussing North Texas issues.

**Tuition per participant - \$1,500**





# NTX MAGAZINE VOLUME 12

Summer 2021



## ADVERTISE IN NTX VOLUME 12

NTX Magazine is the only business-to-business publication representing the DFW region, providing relevant and compelling editorial content for C-Suite executives and corporations interested in relocation, expansion and conducting business in North Texas.

### DISTRIBUTION

- Fortune 1000 CEOs nationally and locally
- North Texas City Leaders and Public Officials
- State and Federal Elected Officials
- American Airlines Admirals Club at DFW International Airport
- National Economic Development and Site Selection Executives
- Leaders and Executives in a wide cross section of business and industries nationally
- More than 200 North Texas Cities and Chambers
- Conventions and Hospitality
- Domestic and International Conference Attendees
- International Foreign Consulates based in the U.S.

AD SIZE	Rate	Member Rate
<b>Back Cover</b> 9" x 10.75" (bleed)	\$9,000	<b>SOLD 8,100</b>
<b>Inside Front Cover and Facing</b> 9" x 10.75" (bleed)	\$8,500	<b>\$7,650</b>
<b>Inside Back</b> 9" x 10.75 (bleed)	\$7,500	<b>\$6,750</b>
<b>Two-Page Spread</b> 18" x 10.75" (bleed)	\$6,975	<b>\$6,277</b>
<b>Full Page*</b> 9" x 10.75" (bleed)	\$4,250	<b>\$3,825</b>
<b>Two Thirds (Vertical)</b> 5.083" x 9.75" (non-bleed)	\$3,250	<b>\$2,925</b>
<b>Half Page (Horizontal)*</b> 7.75" x 4.875" (non-bleed)	\$2,450	<b>\$2,205</b>
<b>One Third (Vertical)*</b> 2.416" x 9.75" (non-bleed)	\$1,550	<b>\$1,395</b>
<b>Municipality Enhanced Listing**</b> Enhanced listing includes mayor, city manager, CVB contact and economic development contacts. Basic listing includes name, city hall address, phone number and web address with logo enhancement	\$500	<b>\$450</b>

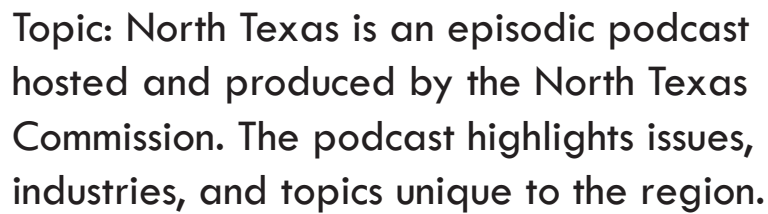
#### NTC members receive 10% off

\*10% premium on special position will apply

\*\*Member municipalities receive a complimentary enhanced listing with purchase of ad

All print advertisers one third page and above will receive complimentary digital advertising.

*A podcast series highlighting North Texas*



## SPONSORSHIP OPPORTUNITIES

**Presenting Sponsors will receive a 30 second pre-roll slot and a 30 second post-roll slot featured in all 52 Topic: North Texas episodes.**

Quarterly Sponsors will receive a 30 second mid-roll slot featured in 12 episodes.

Episode Sponsors will receive a 60 second or less pre-roll or post-roll slot for one episode.

**TOPIC:**  
**NORTH TEXAS**

The graphic features a map of Texas with various icons representing different regions and industries. The top left corner shows a wind turbine, a windmill, and a windmill. The top right corner shows a wind turbine, a windmill, and a windmill. The bottom left corner shows a wind turbine, a windmill, and a windmill. The bottom right corner shows a wind turbine, a windmill, and a windmill.

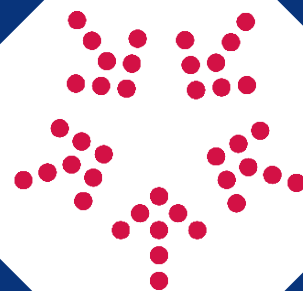
Topic: North Texas Sponsors are required to submit a scripted advertisement that will be read by podcast host. If multiple slots are purchased, multiple versions may be submitted to avoid repetition.

Please submit ads to Ashley Mergele.  
ashley@ntc-dfw.org





# THANK YOU to our 2020 Program Partners!



Updated February 1, 2021