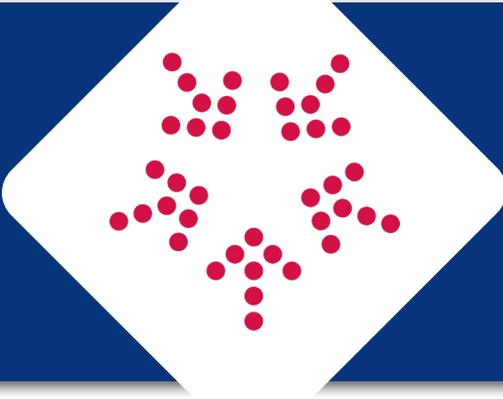




2022 PROSPECTUS

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 Series1**
- North Texas Commission Diversity, Equity, & Inclusion Program Series..... 2**
- NTX Infrastructure Summit..... 3**
- Annual Members’ Luncheon 4**
- NTX to D.C. Advocacy Trip 5**
- North Texas Legislative Summit..... 6**
- Leadership North Texas7**
- NTX Magazine 8**
- Topic: North Texas 9**



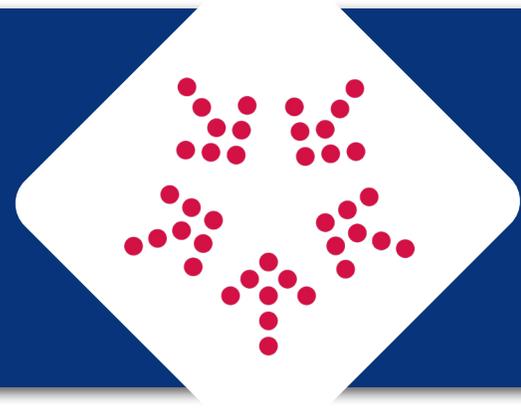
Regional focus. Global thinking.

Questions?

Ashley Mergele
Director, Communications & Issue-Based Advocacy
ashley@ntc-dfw.org

TO THE POINT SERIES

Presented by Fidelity Investments



FIDELITY INVESTMENTS PRESENTS TO THE POINT

NORTH TEXAS COMMISSION SPEAKER SERIES

Sponsor Levels

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

2022 DATES & PROPOSED TOPICS

• Learning Loss

Date: February 2022
Details: The outbreak of COVID-19 disrupted the routines of nearly every student. This topic will take an in-depth look at the losses students experienced and how to move forward.

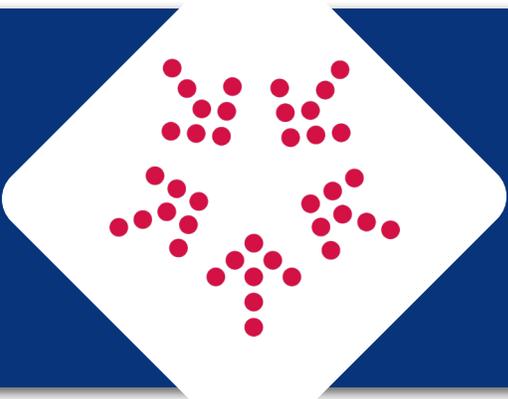
• Future of Education in North Texas

Date: April 2022
Details: Education leaders from across the region will come together to discuss the current and future needs of North Texas students.

• Higher Education

Date: Early Summer 2022
Details: Higher education leaders from North Texas will convene to discuss how these institutions are meeting the workforce needs of our business community.

	Reception Sponsor \$5,000	Signature Sponsor \$2,500	Event Sponsor \$1,250	Table Host \$750
BUNDLE ALL 3 EVENTS	\$10,000	\$6,000	\$3,000	\$2,000
Sponsor Networking Reception one hour prior to luncheon				
Reception Sponsor signage displayed onsite				
Company name recognition in event remarks				
Company advertisement slide in event presentation			Company name only	Company name only
Company logo placement in all pre-event & event collateral				Company name only
Company logo placement on event website				Company name only
Company logo on table signage				
Company recognition in press releases				
Table of eight (8)				



EMBRACING DIFFERENT

Improving Inclusion in a Diverse Region

A series of programs of the North Texas Commission Foundation

The North Texas Commission will continue to expand on its successful conversations about the significance of diversity, equity, and inclusion in our region. As in years past, topics will feature C-level leaders discussing their personal journeys and best practices to improve inclusion in the workplace and the community.

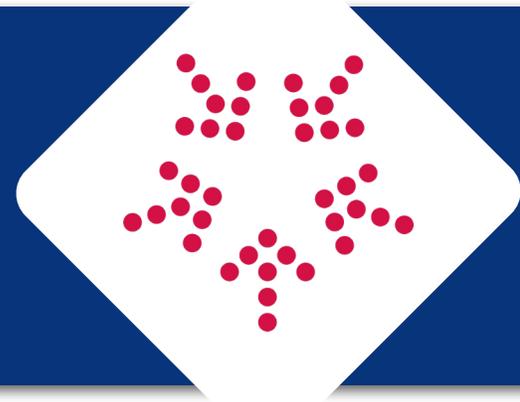
Embracing Different will take place in early Summer of 2022 Stay tuned for dates and details for registering.

Sponsor Levels

	Presenting Sponsor \$25,000	Premiere Sponsor \$15,500	Session Sponsor \$10,000	Signature Sponsor \$5,000	Summit Sponsor \$1,500
Presenting sponsor naming rights					
Lunchtime Keynote Speaker introduction					
Introduction of general session (first come, first choice)					
Opportunity to introduce breakout session					
Company logo placement in all pre-event & event collateral					Company name only
Company logo on table signage					Company name only
Company recognition in press releases					
Seat at a head table	2	1	1		
Table of eight (8)					

NTX INFRASTRUCTURE SUMMIT

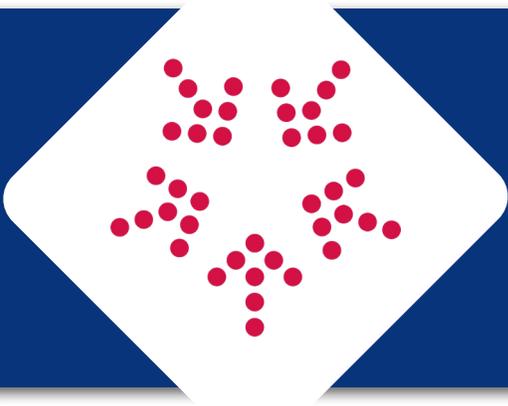
Late Summer 2022



Summer of 2022, the North Texas Commission will be hosting the second annual NTX Infrastructure Summit. This full-day event will feature a variety of speakers and panels discussing critical infrastructure needs to ensure the continued vitality of our region by improving our transportation systems, developing long-range water plans and promoting a sustainable future. The summit will feature morning general sessions with deep dives and conversations focused on creating reliable infrastructure for North Texas.

Sponsor Levels

	Presenting Sponsor \$12,500	Lunch Sponsor \$7,000	Session Sponsor \$5,000	Event Sponsor \$3,000	Table Host \$1,250
Presenting sponsor naming rights					
Breakfast Keynote Speaker Introduction					
Opportunity to introduce Lunch keynote/panel					
Opportunity to introduce breakout session					
Sponsor logo in event collateral					Company name only
Company logo on table signage					Company name only
Company recognition in event press releases					
Seats at a head table	2	1	1		
Table of eight (8)					
Optional exhibit booth in lobby					



ANNUAL MEMBERS' LUNCHEON

September 2022

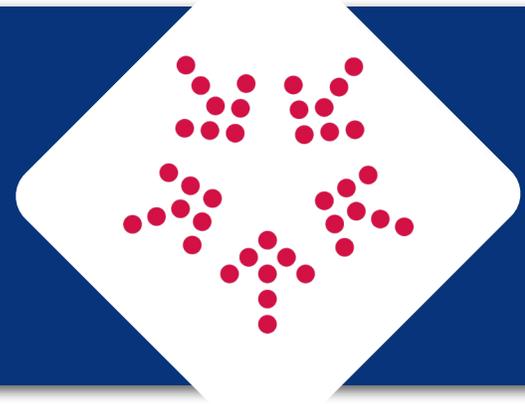
The North Texas Commission's Annual Members' Luncheon is the only gathering of all the region's public/private leaders. Each September, we convene government officials, business, chamber, and education leaders for a thought provoking conversation that showcases how collaboration and effective leadership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

Sponsor Levels

	Presenting Sponsor \$30,000	Reception Sponsor \$15,000	Premiere Sponsor \$10,000	Gift Sponsor \$7,500	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)							

2022 D.C. FLY-IN

Spring and Fall 2022



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.

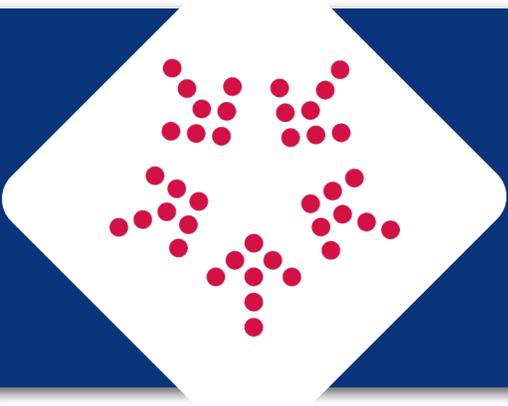
PRESENTING SPONSOR - \$10,000

- Opportunity to introduce session/speaker at dinner reception
- Recognition in event press releases
- Company logo on all event collateral and website
- Recognition during all sessions

SESSION SPONSOR - \$5,000

- 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





North Texas Legislative Summit

Fall 2022

NORTH TEXAS LEGISLATIVE SUMMIT


NORTH TEXAS COMMISSION

Join us as we convene the business community, municipalities, education leaders and elected officials for an open dialogue on advancing the vibrancy of the North Texas region.

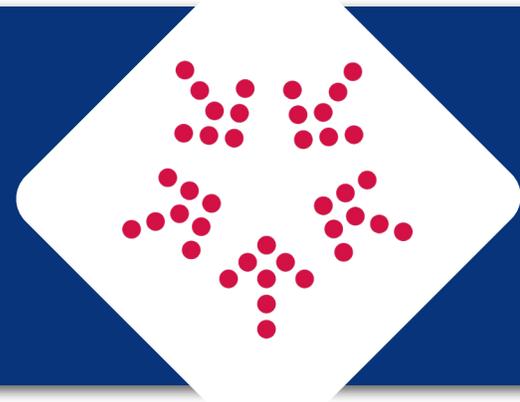
Sponsor Levels

	Presenting Sponsor \$12,500	Lunch Sponsor \$7,000	Session Sponsor \$5,000	Event Sponsor \$3,000	Table Host \$1,250
Presenting sponsor naming rights					
Breakfast Keynote Speaker Introduction					
Opportunity to introduce Lunch keynote/panel					
Opportunity to introduce breakout session					
Sponsor logo in event collateral					Company name only
Company logo on table signage					Company name only
Company recognition in event press releases					
Seats at a head table	2	1	1		
Table of eight (8)					
Optional exhibit booth in lobby					

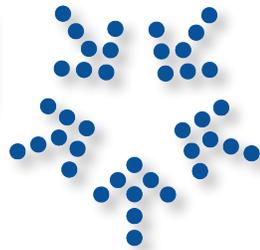
Leadership North Texas

Educating Regional Leaders

A program of the North Texas Commission Foundation



LEADERSHIP NORTH TEXAS



LEADERSHIPNORTHTEXAS.ORG

**PROGRAM
PRESENTED BY: ONCOR**

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

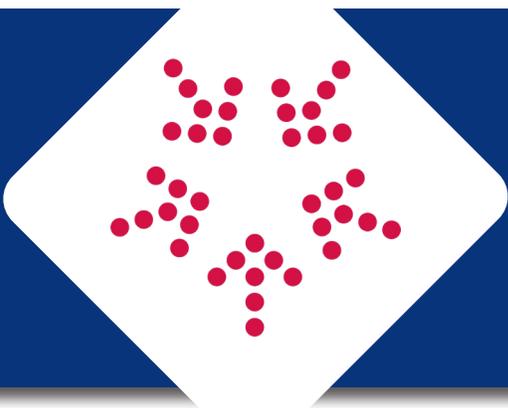
PROGRAM DAY SPONSORSHIP - \$5,000

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.





NTX MAGAZINE VOLUME 13

Summer 2022



ADVERTISE IN NTX VOLUME 13

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
Back Cover 9" x 10.75" (bleed)	\$6,000	\$5,400
Inside Front Cover and Facing 9" x 10.75" (bleed)	\$5,000	\$4,500
Inside Back 9" x 10.75 (bleed)	\$4,700	\$4,230
Two-Page Spread 18" x 10.75" (bleed)	\$4,500	\$4,050
Full Page* 9" x 10.75" (bleed)	\$2,750	\$2,475
Half Page (Horizontal)* 7.75" x 4.875" (non-bleed)	\$1,500	\$1,350
One Third (Vertical)* 2.416" x 9.75" (non-bleed)	\$1,000	\$900
Municipality Enhanced Listing** 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	\$250	\$225

NTC members receive 10% off

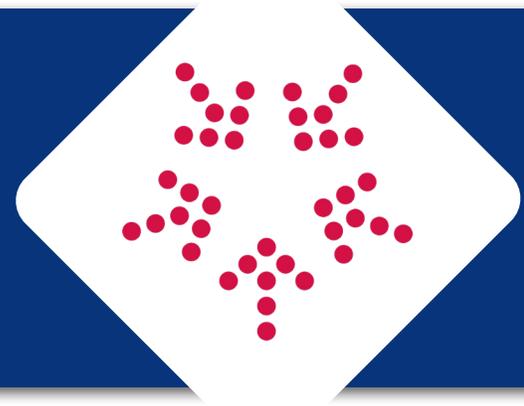
*10% premium on special position will apply

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

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

TOPIC: NORTH TEXAS

A podcast series highlighting North Texas



Topic: North Texas is an episodic podcast hosted and produced by the North Texas Commission. The podcast highlights issues, industries, and topics unique to the region.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor: \$1,000

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

Quarterly Sponsor: \$500

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

Episode Sponsor: \$100

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

In addition to slot time, Sponsors will be listed in the podcast show notes along with branding on our website and social media posts.



Requirements of Sponsorship

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.

All advertisements must be submitted 2 weeks prior to the episode's release date.

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



**THANK YOU to our
2021 Program Partners!**

