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**

**North Texas Unites**

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

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

**50th Annual Members’ Luncheon**

**Leadership North Texas**

**Leadership North Texas University**

**NTX Magazine**

**Topic: North Texas**

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**Questions?**

Patrick Brophey  
Stakeholder Relations  
patrick@ntc-dfw.org  
Office: 972-621-0400  
Direct: 469-359-5333
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.

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.

Sponsor Levels

<table>
<thead>
<tr>
<th>Sponsor Levels</th>
<th>Signature Sponsor $1,500</th>
<th>Event Sponsor $1,000</th>
<th>Supporting Sponsor $500</th>
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<tbody>
<tr>
<td>Virtual Sponsor Networking Reception one hour prior to luncheon</td>
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<tr>
<td>Company name and logo recognition in event remarks and slide show</td>
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<td>Company logo placement in all pre-event &amp; event collateral</td>
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<td>Company logo placement on event website</td>
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<td>Company recognition in event press releases</td>
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NORTH TEXAS UNITES
March 3, 2021
Austin, Texas

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
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 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.

**EVENT 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.
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
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**

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<th>Premiere Sponsor $10,000</th>
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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.

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
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.

**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

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

Episodes will be released on a weekly basis with an overall production of 52 episodes released annually.

**SPONSORSHIP OPPORTUNITIES**

**Presenting Sponsor: $15,000**
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 Sponsor: $5,000**
Quarterly Sponsors will receive a 30 second mid-roll slot featured in 12 episodes.

**Episode Sponsor: $500**
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 2020 Program Partners!

Updated February 1, 2021