



An important part of The Texas Tribune's mission is to promote public discourse and civic engagement throughout Texas. We believe this is best accomplished in the form of live public events, where members of the community can directly interact with the statesmen and newsmakers who will shape our state's future.

# The Texas Economy: The Interconnected Future of San Antonio and Austin

Wednesday, November 29, 2023

8:30 AM doors open, Conversation from 9:00 - 10:00 AM

In person and Virtual

Studio 919 at The Texas Tribune

Austin, Texas

The Dallas-Fort Worth area has been famously dubbed as the Metroplex, symbolizing its interconnected growth, prosperity and influence, though many North Texans reject the moniker. And while Texans are familiar with this term and all it entails, there's another region of the state that's experiencing a similar pattern of fast development, exponential population growth and increased economic significance — the region between San Antonio and Austin.

Join us for a conversation on the interconnected future of Central Texas, Texas' next hot spot for growth and development. We'll talk through the buffet of tax and regulatory incentives that are driving the favorable business climate from San Antonio to Austin, how area affordability is impacting population change in New Braunfels and San Marcos, the impact growth is having along I-35 and on local roads, and what is both exciting elected officials and giving them pause.

Panelists include:

Ed Latson, Opportunity Austin

Will Conley, Great San Marcos Partnership

Jenna Saucedo-Herrera, greater: SATX

Jonathan Packer, president and CEO of the Greater New Braunfels Chamber of Commerce

Henry Cisneros, former mayor of San Antonio; former U.S. Secretary of Housing and Urban Development will moderate the conversation.

# BRAND PLACEMENT OPPORTUNITIES

## SPONSOR BENEFITS INCLUDE:

- Logo identification on promotional materials
- Logo identification, including hyperlink where applicable, on digital efforts supporting the event including but not limited to texastribune.org site, post-event content, and more.
- Opportunity to distribute information via a link on event communication – approximately 20 words of copy and URL
- Viewable ad impressions via the event landing and watch pages: 300x250, 728x90, 970x250. Please designate the URL
- Promotion kit with social graphic, social scripts and website copy, instructions on how to embed the event on your site
- Submit a brand slide to make an impactful statement. PNG file format with a 1920 x 1080 px aspect.
- Opportunity to screen a short video pre event seen by virtual attendees- .mp4
- Logo displayed on venue signage
- Opportunity to distribute literature / items to event attendees
- Verbal acknowledgment at the start of the live conversation
- VIP seating for you and your special guests

Opportunity to add elements to build a customized sponsorship package

## DEADLINE

Please email your logo in .eps vector format along with approximately 20 words of copy and URL for e-newsletter promotion as soon as possible upon sponsorship confirmation.

**SPONSORSHIP DEADLINE:** On or before Friday, November 24, 2023

## SPONSORSHIP INVESTMENT

\$4,000

Texas Tribune Conversation Events may be packaged in a series of three - Total net investment for a series is \$10,000

In January 2024 -

### The Texas Economy: Our Workforce and What's Working

The Texas economy can often feel like a contradiction — we lead the nation in job growth, but paradoxically we're tied for the fifth-worst unemployment rate and 10th worst poverty rate in the nation. How do these things go together?

Join us for a wide-ranging discussion on Texas' expanding economy and workforce as we talk through hiring trends in Texas, in-demand skills, the resources the Workforce Commission



provides, the role the private sector plays in developing a skilled Texas workforce and more.

Thank you! We're grateful for your consideration to support and sponsor Texas Tribune Events, where members of the community gain access to information and interact with the statesman and newsmakers who will shape our future.

