



# Why Texas?



YTexas  
Summit

2023

Over the last 10 years, Texas has added 4 million residents and over 250 companies relocated headquarters to the Lone Star State. The interest in Texas expands across the globe. Texas is now the 9<sup>th</sup> largest economy in the world.

This massive growth is providing once-in-a-lifetime opportunities for Texas businesses to grow their brands, scale their businesses and expand their networks. At the same time, this is creating challenges to our state's infrastructure, workforce needs, and overall connectivity.

The private sector needs to have a seat at the table in solving these challenges. Our regions can no longer operate in silos. We have the opportunity to expand local supply chains, academic research, and ideas, together, from all corners of our state.

YTexas is hosting a summit that will capitalize on these opportunities and tackle the challenges we face to build a stronger, more connected Texas.

As a leading Texas employer, I invite you to join us at AT&T Stadium on October 6, 2023.

*Ed Curtis*

October 6, 2023  
[ytexas.com](http://ytexas.com)



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# Summit Marketing & Promotion

The road to the YTexas Summit engages Texas businesses throughout the year with events, programming and content on a regular basis. Event speakers and sponsors will have 9-months of promotion leading up to the Summit in October.

**Content**

**WEEKLY BUSINESS NEWS**

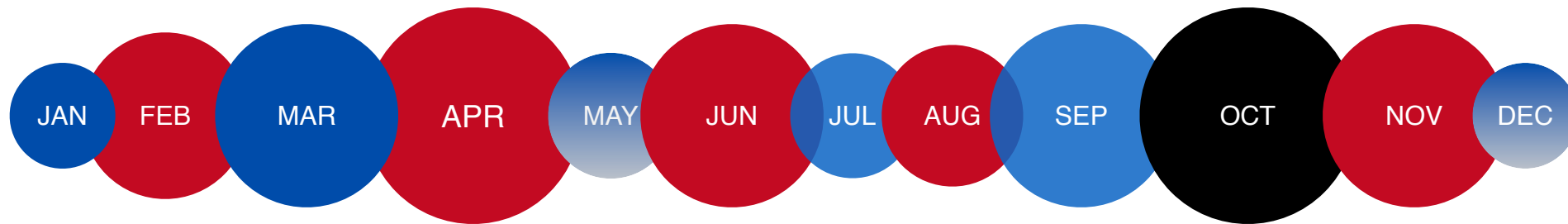
Weekly streaming content delivered to 15k executives from the YTexas newsroom in Austin.

**MONTHLY EMAILS**

5,000 executives receive our monthly YTexas Insider email on the second Thursday of the month

**QUARTERLY MAGAZINE**

10,200 CEOs receive our quarterly print edition of the YTexas Insider - delivered with Texas CEO Magazine



**Events**

**MAR 2 - SPACEX**

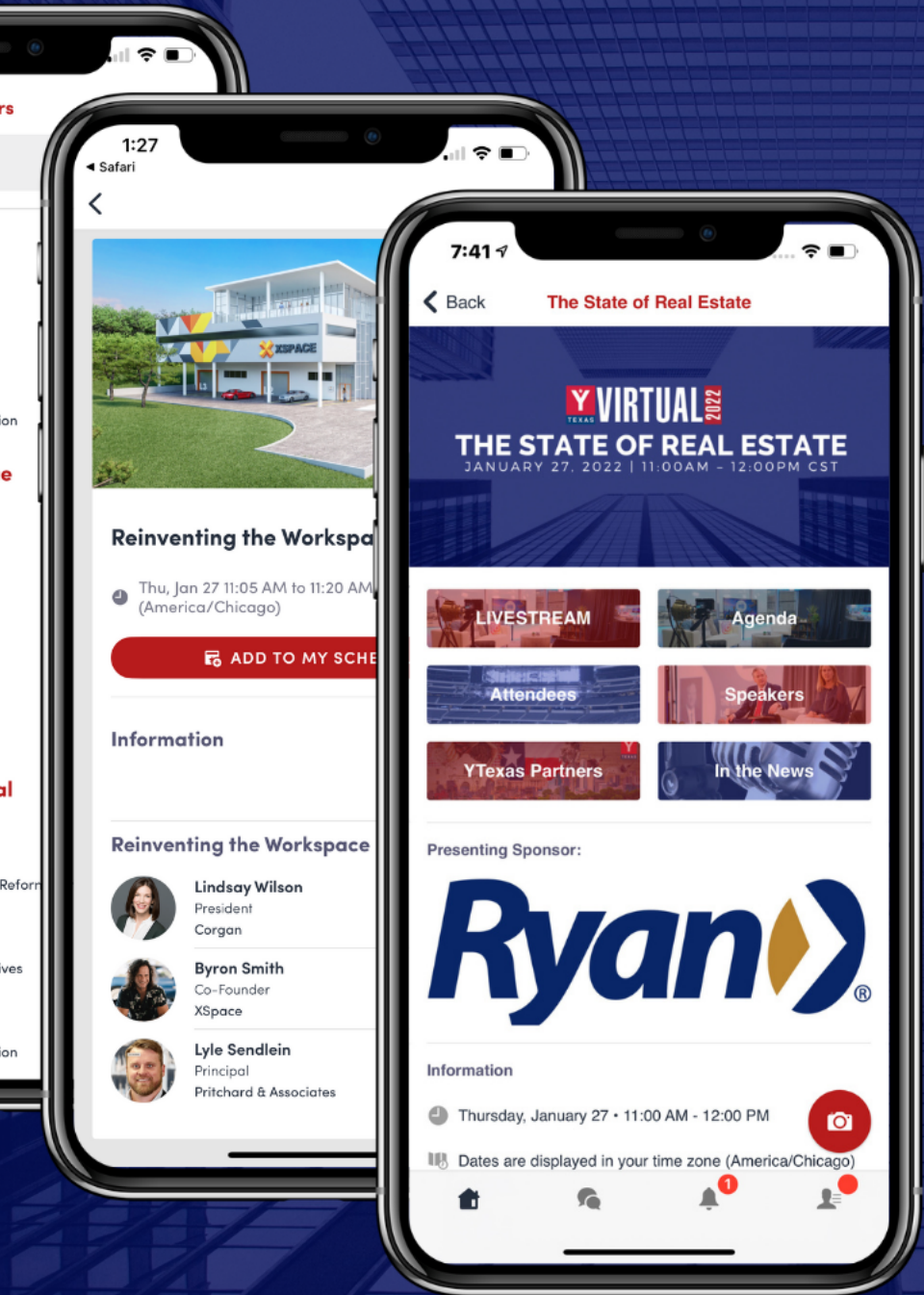
Summit satellite event - exploring the space industry in Brownsville, TX

**JUNE 29 - KALAHARI**

Summit satellite event - Executive Legislative Review in Round Rock

**OCT 6 - AT&T STADIUM**





## Corporate PASS

Invite your team to navigate the Summit experience using the YTexas app. Companies will receive the following benefits:

- Thursday Welcome Reception
- 10 Summit employee or guest passes
- Corporate profile on event app
- Invitation to (3) pre/post summit events
- Weekly streaming content through YTXN
- Executive/student signing day pledge
- Quarterly subscription to Texas CEO Magazine, YTexas Insider & YTexas pin

\$2,500





# Agenda

## Thursday, October 5

Arrival and Hotel Check-in @ Live by Loews Hotel  
Afternoon - Exhibitor load-in @ AT&T Stadium  
Welcome reception & event badges - Restaurant TBD  
Evening dinner/entertainment - Own schedule

## Friday, October 6

### AT&T Stadium

9:00am - YTexas Summit opens @ AT&T Stadium  
2:00pm - Summit concludes

### Live by Loews Hotel

6:30pm - YTexas Rēlo Awards Gala cocktail reception  
7:30pm - YTexas Rēlo Awards Gala dinner/awards in ballroom  
9:00pm - YTexas Leadership Academy Scholarship presentation

## Saturday, October 7

8:00am - Texas OU Game - Tailgate @ The Cotton Bowl in Dallas

*\* hotel room block available on Thursday & Friday night*



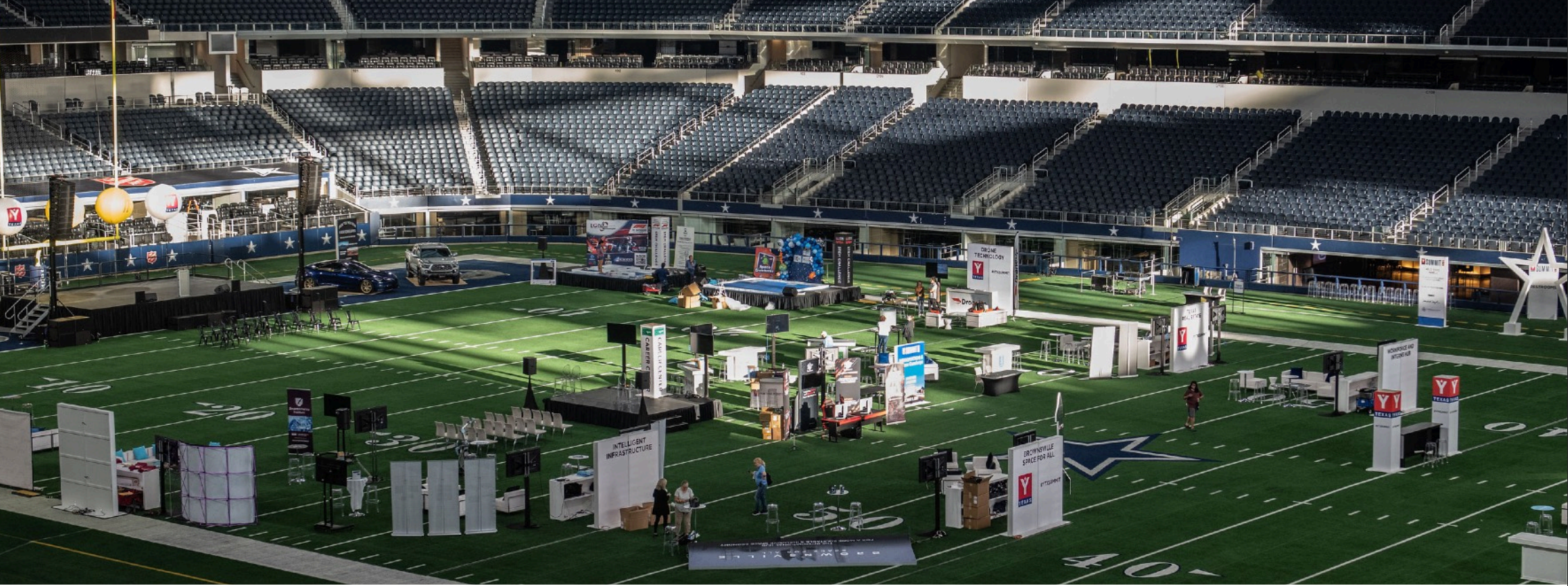


# Open THURSDAY - Oct 5

All Day

The City of Arlington and the Live by Loews district is filled with entertainment in walking distance to each other. Enjoy a variety of restaurants, tour Globe Life Field (home of the Texas Rangers), or grab a game of golf anywhere in the DFW area. Use the day for your team as you gear up for the Summit. YTexas will have a list of options to choose from.





# YTexas Summit FRIDAY - Oct 6

9am - 2pm

## Building a Stronger, More Connected Texas

The Summit will be held at AT&T Stadium, home of the Dallas Cowboys. The event will have 3,000 executives, 500 students and the largest educational signing day in the history of the U.S.

We will utilize multiple areas on the field, sidelines, end zone, private clubs, restaurants and Cowboys locker room. The field will provide industry showcases for supply chain networking, product presentations and workforce solutions. Panel discussions will be held both on the field and in private rooms for high engaging content and discussions.

# Event & Audience Metrics

## 2023 Year

In 2023, we project 3,000 executive attendees and 300-500 students. We see an increasing number of out of state and international guests based on inbound calls.

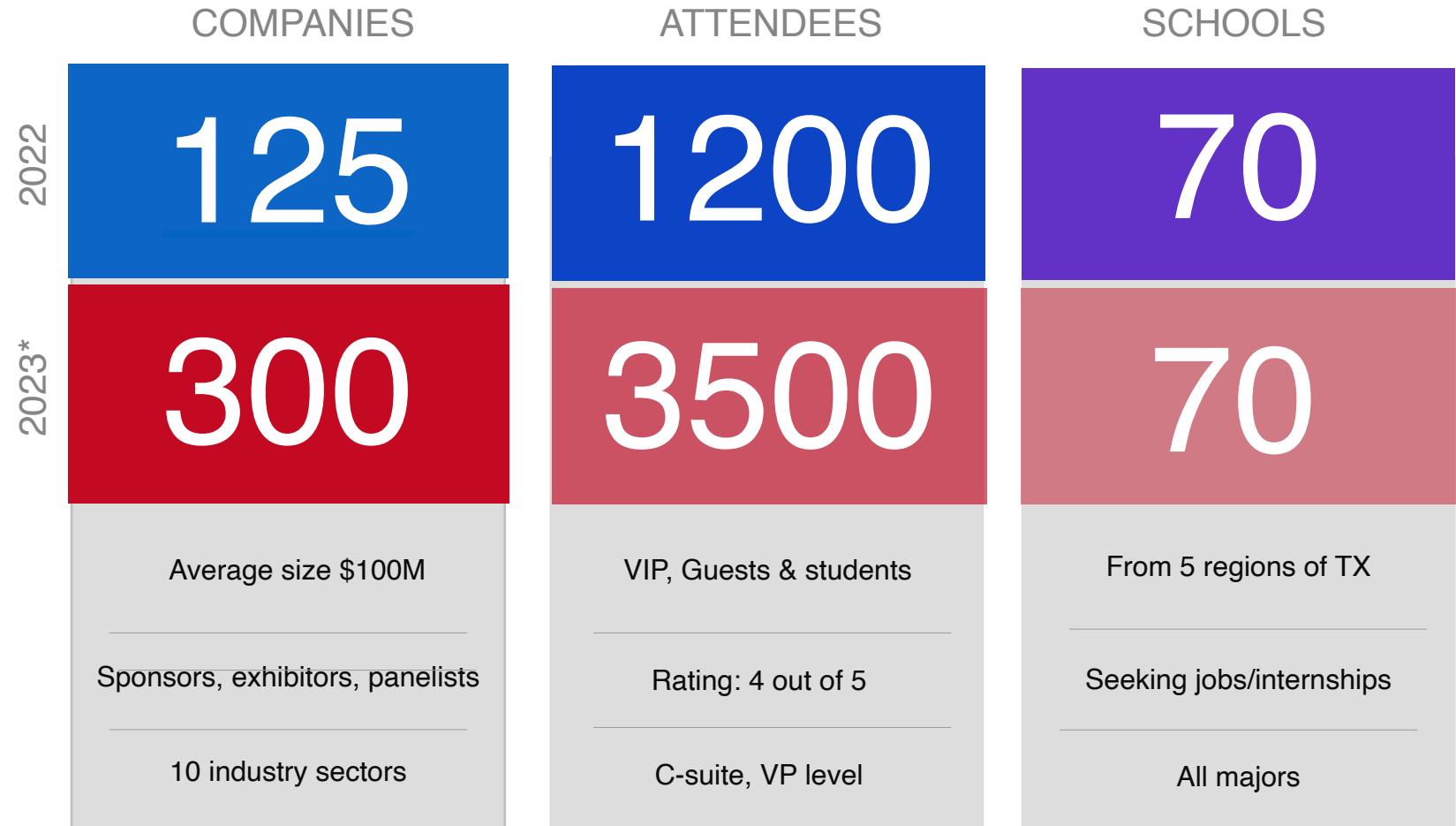
## 1 year of promotion

In 2023, we have the support of multiple organizations in Texas co-promoting the event - along with 2022 attendees and sponsors. In addition, we have an in-house print & digital promotional strategy.

## National & local media outlets

Based on the success of the 2022 Summit, we are gaining increased interest from national media outlets. We will also be live-streaming a portion of the event.

\* projected





# What You Will Experience

A Texas-wide community coming together to build a Stronger, more Connected Texas



**3,000 attendees (projected):** TX business leaders, professionals, educators, and students networking and building relationships.



Over **25 speaking forums including CEO Roundtables.** Top leaders will share insights and bring real solutions to the forefront.



**Relocating your business to Texas?** This event is your One-Stop-Shop to find out everything you need to know about relocating to Texas.



Experience the “**Largest Workforce Signing Day**” in the history of TX: Students and Industry pledging to work together to solve workforce needs.



**100+** of the most prominent Texas businesses and associations sharing their Texas Story on the field at AT&T Stadium.



**500 students and 70 schools interacting** with industry leaders on the field and seeking to fill internships/open positions.



**Experience community in the 6 Regions of Texas -** Get to know their leaders, their businesses, their culture, their students.



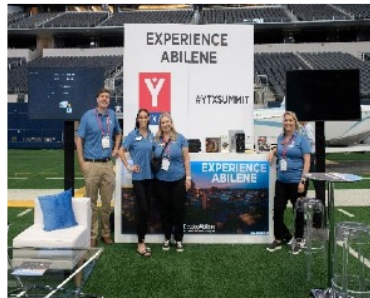
**50 start-ups demonstrating their technology** while having one-on-one meetings with investors and tech scouts in the VC Lounge.

# Who should attend?



**Companies** who are considering **relocating or expanding into TX.**  
(Your identity will be confidential)

**Texas companies** who are expanding operations (and building a future workforce) in multiple markets, **across the state**



**Economic Development Leaders** who want to showcase their community to employers and students **in a big way**

**Trade Organizations, Government Agencies and influencers** who want to solve problems with employers

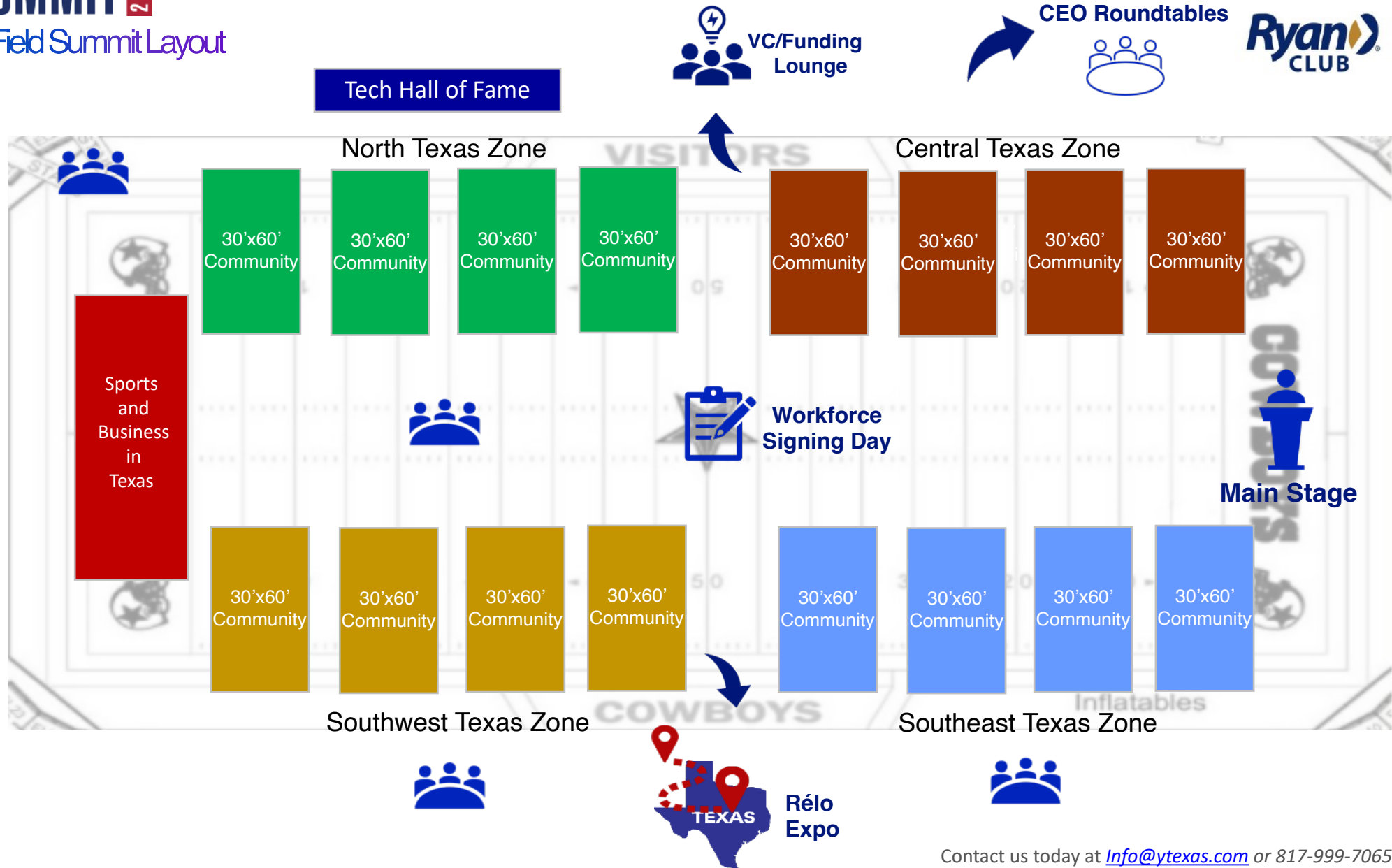


**Universities, Colleges and students** who need to meet and collaborate with future employers

**VC's, bankers, investors and Tech Startups** looking for new investment opportunities and investment capital









# On-Field Communities

(1) Community Sponsor - \$25k

(10) Community Exhibitors - \$10k

The field will host 16 communities in 4 field zones (see map).

- Communities can consist of companies, economic development organizations, industry clusters, schools, non-profit organizations, or any other purpose.
- Each community will tell a Texas story. Attendees will experience a journey across Texas. Each community will be 10 x 20 yards and will include 1 sponsor and up to 10 exhibitors.
- Communities will come with power, furnishings and flat screen TVs and [recorded interviews](#) on the field.

## Each Community includes: Workforce Hub

Within each community, there will be an area designated for students and veterans to visit with exhibitors to learn about career opportunities and educational pathways. [Students will be prepared with resumes and pitches](#). Employers will have a list of open positions, internships or apprenticeships. Space is available on the field to showcase large vehicles, equipment or props.





## On-field interviews

Community zones will receive on-field interviews with a YTexas Business Network newscaster. The interview will be recorded and repurposed on the network and is available to exhibitors and sponsors. Each community will have a story - along with each exhibitor. Click [here](#) to see an example.

## Meet ups

Community zones will be designed for one-on-one meetings and small gatherings. Invite guests and prospects to join you in your community. Set up appointments to close business or continue conversations. Exhibitors can use the YTexas app to track leads and contact information.

## Product showcases

Each community is designed with seating, tables, 2 flat screen TVs and open space for product showcases and presentations. The zone is designed for 5-6 exhibitors to share an open space for presentations and product demos. Consumer goods, technology and equipment are a few examples.

## Workforce Hub

Each community will have a designated Workforce Hub for students to talk with executives and learn about career pathways. The Workforce Hub will have space to showcase large vehicles, product demos and workplace features. Employers should be prepared to discuss open positions or internships.





## On-field Stages

(4) Stage Sponsor with naming rights - \$50k

(16) Panel discussion sponsors - \$15k

- The field will have 4 stages on the field to host TedX style discussions, interviews or presentations. Each discussion or presentation will be up to 30 mins - followed by Q&A.
- Stages will have branding, signage, presentation screens, power, microphones and a set up for interviews or presentations. Seating and standing room audience.
- Each presentation or discussion will be [recorded, branded and edited](#) in 4k and will be shared on social media.
- Topics need to be approved by event staff and can consist of up to 3 speakers (including moderator). Professional moderators and high profile panelists are available. Examples of topics include: public policy, infrastructure, entertainment, technological trends, product demos, funding & capital, etc.





## Off field activities

### (4) Rēlo Expo panels - Miller Lite Club - \$25k

The Miller Lite Club will host our relocation related topics and industry experts. The Cowboys press room, accessed through the Miller Lite Club, is set for 4 relocation related panel discussions. This room will be limited to 50 guests.

### (4) CEO Roundtables - Ryan Club - \$50k

The event will host 4 executive roundtables in the Ryan Club. The Ryan Club is an exclusive area where CEOs will discuss leading edge topics in a more intimate setting. You will have to take an elevators to the Ryan Club. These will have limited seating and available for roughly 50-100 attendees.

### (3) VC/Funding Lounge - Draft Kings Club - \$50k

The Draft Kings Lounge will host our start-up and venture community experts. This area will be available for meet and greets, one on one pitches and private interviews. Bankers, Venture Capitalists, Founders and Entrepreneurs will gather here. The room can hold up to 150.



## CEO Roundtables

The event will host (4) CEO roundtable discussions in the Ryan Club. Each roundtable will consist of 5 CEOs. Participants will be chosen by YTexas and sponsor. *Topics will include: Fortune 500 CEOs, University Chancellors, High profile executives and Government leaders.*



## Relo Expo

The Miller Lite Club will be designated the Relo Expo. The Club is located off of the 50 yard line and holds up to 200 executives. *The expo is for executives, real estate experts, developers, site selection consultants and economic developers to network.* The expo will spotlight high profile projects in Texas.



## Relocation panels

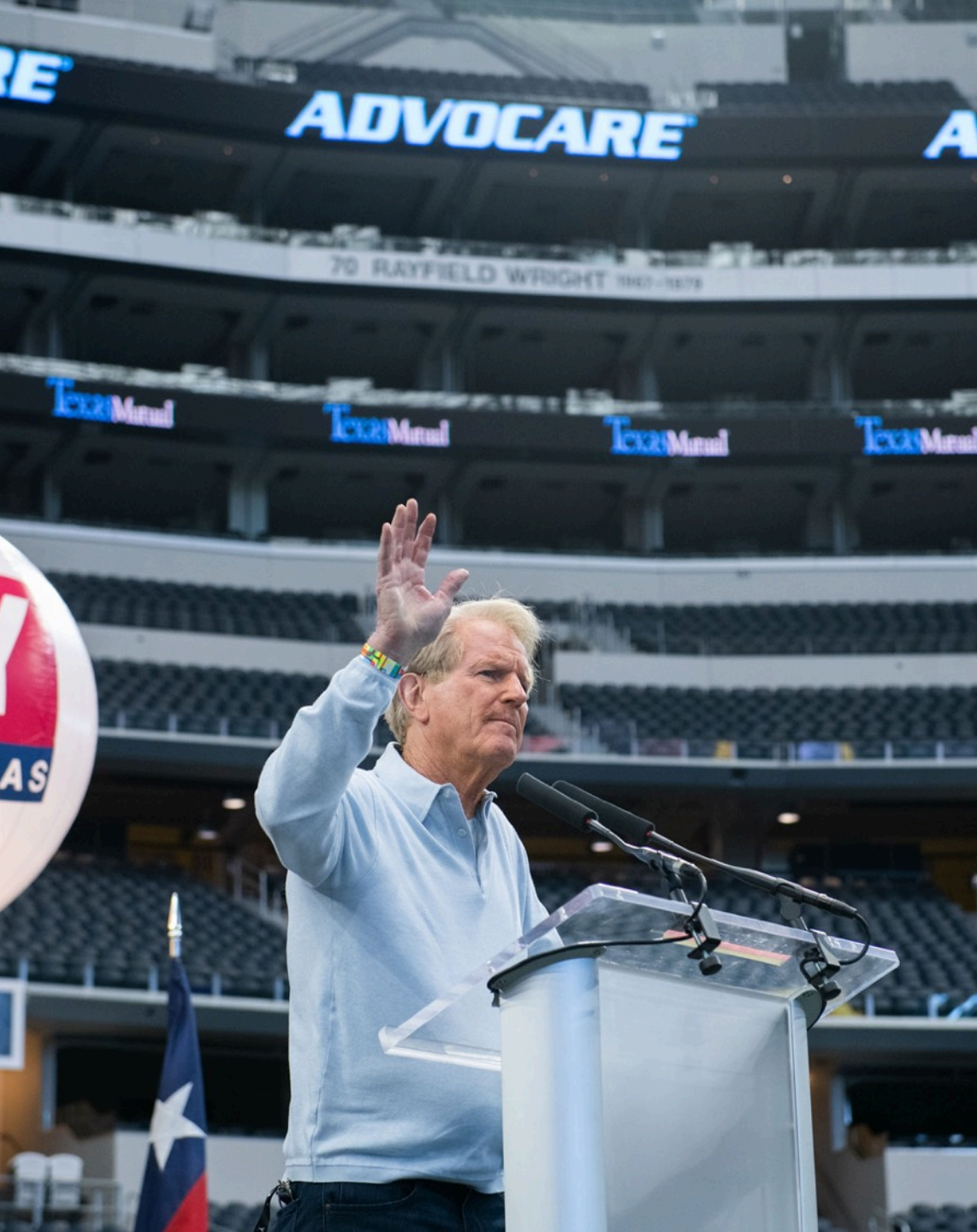
(4) Relocation panel discussions will be held in the Cowboys Press room. The press room can be accessed through the Miller Lite Club. Panels will consist of CEOs who have relocated to Texas to discuss best practices. Attendance is limited to 50. Attendance is by registration only.



## VC & Funding Lounge

The Draft Kings Room will be designated the VC & Funding Lounge. This room is located off of the 50 yard line and holds up to 200 entrepreneurs. The expo is for entrepreneurs seeking funding sources. Funding sources will consist of venture capitalists, private equity providers and bankers.





# Presenting Sponsor

## (1) Presenting Sponsor - \$150k

The presenting sponsor of the Summit will be a highly respected employer in Texas who is aligned with the mission and vision of YTexas. Our mission is to be a reliable resource for companies relocating and expanding into and within Texas. Our vision is to build a stronger, more connected Texas.

The presenting sponsor will have a unique Texas story and passion for education and workforce development solutions in Texas. Our presenting sponsor will receive the following:

- **Naming rights to the 2023 Summit**
- **Professionally recorded “Why Texas” Story**
- **Branding on all event promotions and PR**
- **Diamond vision and ribbon board branding**
- **Opening remarks on the main stage**
- **Seat at CEO Roundtable**
- **Exhibit area in the end zone**
- **VIP Table at the Rēlo Awards Gala**
- **Attendee list for follow up and thank you**
- **Cowboys Club Membership for 1 year**
- **2 Cheerleaders & Rowdy on stage**





# YTEXAS LEADERSHIP ACADEMY

The YTexas Leadership Academy is a 501(c) (3) non-profit organization for Texas students seeking career pathways and mentorship opportunities.



The academy consists of 30 Texas students chosen among select Texas high school and colleges based on merit identified by high school and college teachers, professors and administrators.

Through the academy, students will go through a [6-month leadership program](#) where they will shadow CEOs, attend YTexas events and develop the skills needed to pursue a desired career pathway. At the conclusion of the program, each student will receive a \$5,000 scholarship.





# Largest Workforce Signing Day in History

## How it will work:

Our 2023 Leadership Academy class will coordinate a signing of hundreds of Texas students and executives (at the Star on the 50 yard line) pledging to work together, build relationships and solve the workforce challenge.

- **Students will pledge to pursue a career pathway while in school**
- **Executives will commit to one hour to mentor, inspire and encourage a student.**

The signing will be live-streamed to students across the globe. Just think of the impact this experience could have on a student's career!

*Together we can move the needle on the current and future workforce challenge!*





# YTEXAS MEDIA PROMOTION

YTexas has a comprehensive 2023 print and digital marketing campaign leading up to the Summit and beyond.

We have an active PR plan that includes the following publications:

- Dallas Business Journal
- Dallas Morning News
- Houston Business Journal
- San Antonio Express News
- Community Impact Magazine
- Austin Business Journal
- KRLD Radio, iHeart Media, and Audacity

Portions of the Summit will be live-streamed to a target audience of executives and students. All content generated from the event will be repurposed for months following the Summit.

The Full  
Year

# 2023

October 6, 2023  
[ytexas.com](http://ytexas.com)