

DRC

DALLAS REGIONAL CHAMBER



2021 EVENTS & PROGRAMS PROSPECTUS

THANK YOU TO OUR TOP 2020 EVENTS & PROGRAMS SPONSORS



As of September 1, 2020

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@DRC



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Dallas Regional Chamber



Dallas Regional Chamber



dallaschamber.org/subscribe



DALE PETROSKEY

President and CEO
Dallas Regional Chamber

Every year, the Dallas Regional Chamber hosts hundreds of events for our members and the business community in order to provide them access to decisionmakers and various points of view on issues that matter to them.

The global pandemic has forced us to shift to virtual events, but we remain committed more than ever to bringing you timely, relevant, quality programming on whatever platform meets your needs, and by following the latest public health guidelines. Despite the unprecedented challenges we have faced in recent months, interest in our programming remains strong. From March through August, nearly 6,000 people registered for our programs, all of which were virtual.

We hope with all our hearts that circumstances will change to allow us to be together in-person again soon. In the meantime, we've built our 2021 Events and Programs Prospectus on the principles of flexibility, adaptability, and resilience. We know that many of our 2021 events will be virtual, while some may be a hybrid of virtual and in-person. No matter the format, our events will continue to draw hundreds of live attendees, with many more viewing or reading about them on our website and in the local media.

As in past years, we have developed this Prospectus to provide our members and investors the chance to identify sponsorship and branding opportunities that align with the audiences that matter most to them. We hope this information is useful during your budget planning for the year ahead.

Due to the rapidly changing environment, please refer to our website, DallasChamber.org/events, for the most up-to-date information or contact sponsorship@dallaschamber.org for more information.

Thank you for your continued support. Please don't hesitate to reach out to us for anything. We are here to serve you.

All my best wishes,

Dale Petroskey



DIVERSITY, EQUITY, & INCLUSION

OUR COMMITMENT

Following the needless killing of George Floyd in May 2020, the DRC asked nearly 100 of the Dallas Region's business leaders to sign a pledge to build a more inclusive and racially equitable community. That commitment appeared as a full-page message in The Dallas Morning News. It was a display of resolve that reflects the strength of our members, many of whom are longtime leaders on matters of diversity, equity, and inclusion.

The DRC has since announced a series of historic actions to ensure these issues will be front and center in all that we do. That includes the formation of a permanent Diversity, Equity, and Inclusion (DEI) Council, which will be supported by a newly hired Senior Vice President for DEI. We also updated our mission statement, adding the phrase "for all people" to highlight the importance of making the Dallas Region "the best place in the United States for all people to live, work, and do business."

PROGRAM OF WORK

PRESENTED BY



The DEI Council of the DRC Board will study and recommend positions and actions to our Board's Executive Committee focused on four key areas:

1. Diversity in leadership within companies, among entrepreneurs, and at nonprofit organizations;
2. Access to quality education, as well as training and development for workers at all levels;
3. Improving services in underserved areas, including internet for all, and access to living-wage jobs; and
4. The reimagining of policing, including training and development, offender re-entry practices, and bail reform.

The DRC is moving quickly to make meaningful changes that will lead to a more inclusive community. Our goal is to accelerate progress in this area – and it will happen only through the generosity and support of business leaders like you. If you are interested in supporting our 2021 DEI programming, please contact us at sponsorship@dallaschamber.org.

**DIVERSITY
IN LEADERSHIP**

**EDUCATION &
WORKFORCE**

**POLICING &
CRIMINAL JUSTICE**

**COMMUNITY
INVESTMENT**



2021 CALENDAR

| EVENT | Q1 | Q2 | Q3 | Q4 |
|---|----|----|----|----|
| Dallas Regional Day with State Leaders | ● | | | |
| State of Early Education | ● | | | |
| Annual Meeting | | ● | | |
| Leadership Dallas Alumni (LDA) Breakfast with the Mayor | | ● | | |
| Leadership Dallas (LD) Info Sessions | | ● | | |
| LD Graduation | | ● | | |
| State of Higher Education | | ● | | |
| Congressional Forum | | | ● | |
| LD & LDA Welcome Reception | | | ● | |
| Principal for a Day | | | ● | |
| State of Public Education | | | ● | |
| State of the City | | | | ● |
| State of the State | | | | ● |
| State of the Workforce | | | | ● |
| Year Ahead | | | | ● |
| LEAD Young Professionals Program | ● | ● | | |
| Say Yes to Dallas Intern Mixers | | ● | ● | |
| LD Class | ● | ● | ● | ● |
| Say Yes to Dallas Featured Employer | ● | ● | ● | ● |
| Young Professionals Program | ● | ● | ● | ● |
| Tomorrow Fund Investors Breakfasts | ● | ● | ● | ● |
| Economy in Brief Report | ● | ● | ● | ● |



SIGNATURE EVENTS

ANNUAL MEETING

Q2 2021

Presented by



EY



Our banner annual event celebrates the vibrant Dallas Region. We're programming 2021 with a flexible, inclusive approach guided by local public health official recommendations. More information on the virtual and in-person gathering will be made available in early 2021.

Audience: C-suite executives, business leaders, elected officials, media

SPONSORSHIP LEVELS:

| Presenting | Platinum | Gold | Silver | Bronze |
|------------|----------|----------|----------|---------|
| SOLD | \$20,000 | \$15,000 | \$10,000 | \$5,000 |

★ YEAR AHEAD

PAGE 7

★ STATE OF EARLY EDUCATION

PAGE 8

★ STATE OF HIGHER EDUCATION

PAGE 8

★ STATE OF PUBLIC EDUCATION

PAGE 8

★ STATE OF THE WORKFORCE

PAGE 9

★ STATE OF THE CITY

PAGE 10

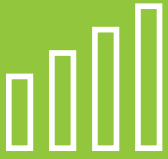
★ CONGRESSIONAL FORUM

PAGE 10

★ STATE OF THE STATE

PAGE 11

★ Star indicates signature event throughout



ECONOMIC DEVELOPMENT

TOMORROW FUND INVESTORS BREAKFASTS

Quarterly 2021

Exclusive meetings for companies that fund the DRC's Building Tomorrow Together strategic plan initiatives. New companies to the Region are honored.

Audience: Exclusive — Tomorrow Fund Investors, by invitation only

SPONSORSHIP LEVELS:

Series Presenting
\$25,000

Corporate
\$5,000

Other
Inquire

ECONOMY IN BRIEF REPORT

Biweekly 2021

This digital report showcases the data and trends that are driving the Dallas Region. Metrics include the latest on employment and industry growth, occupation trends, and much more. It is a key messaging tool for the DRC.

Audience: DRC members, the public, local government, elected officials

SPONSORSHIP LEVEL:

Presenting
\$25,000

YEAR AHEAD

Q4 2021



Join this forward-looking event where economic leaders discuss important trends, the current political environment, and challenges facing the Dallas Region.

Audience: C-suite executives, business leaders, community leaders, elected officials, media

SPONSORSHIP LEVELS:

Presenting
\$15,000

Gold
\$10,000

Silver
\$5,000



EDUCATION & WORKFORCE

STATE OF EARLY EDUCATION

Q1 2021



This signature event highlights the critical importance of early learning and child care for our region's current and future workforce.

Audience: C-suite executives, business leaders, early education administrators, elected officials, media, community leaders

SPONSORSHIP LEVELS:

Presenting
Inquire

Gold
\$8,000

Silver
\$4,000

STATE OF HIGHER EDUCATION

Q2 2021



University chancellors and presidents discuss innovative ideas to address college access, completion, and advancement in order to prepare tomorrow's workforce.

Audience: C-suite executives, business leaders, elected officials, higher education administrators, media, community leaders

SPONSORSHIP LEVELS:

Presenting
Inquire

Gold
\$8,000

Silver
\$4,000

STATE OF PUBLIC EDUCATION

Q3 2021



The business community is updated on educational innovations, recent successes, and current challenges for student success.

Audience: C-suite executives, business leaders, elected officials, public education leaders, media, community leaders

SPONSORSHIP LEVELS:

Presenting
Inquire

Gold
\$8,000

Silver
\$4,000

WORKFORCE PROGRAMMING

PRESENTED BY

TexasMutual[®]
WORKERS' COMPENSATION INSURANCE



EDUCATION & WORKFORCE

PRINCIPAL FOR A DAY

Q3 2021

(Subject to COVID-19 protocol from Dallas ISD)

This premier volunteer opportunity matches business and community leaders with a host principal. The day serves as a great introduction to future collaboration between local schools and regional companies.

Audience: C-suite executives, business leaders, elected officials, community leaders

SPONSORSHIP LEVELS:

Presenting
\$20,000

Gold
\$10,000

Reception
Inquire

STATE OF THE WORKFORCE

Q4 2021



Business and thought leaders will explore key issues related to workforce access, skills development, and the continued expansion of the talent pipeline for the Dallas Region.

Audience: C-suite executives, business leaders, human resources and recruiting executives, elected officials, media, community leaders

SPONSORSHIP LEVELS:

Presenting
Inquire

Gold
\$8,000

Silver
\$4,000

WORKFORCE CONVENINGS BY INDUSTRY

2021

Industry-led, community-supported partnerships designed to strengthen regional economies, accelerate workers' connections to jobs, and enhance the talent pipeline.

Audience: Business leaders, human resources and recruiting executives, education administrators and stakeholders, nonprofit leaders

SPONSORSHIP LEVELS:

Presenting
\$10,000

Gold
\$8,000

Silver
\$4,000



PUBLIC POLICY

DALLAS REGIONAL DAY WITH STATE LEADERS

March 2021

*(Subject to COVID-19 restrictions
at the Capitol)*

Join the DRC in Austin as the 87th Legislative Session convenes for what will be one of the most important sessions in recent Texas history. Meet with key leaders from across the state, and hear from policymakers on issues that will impact the regional business community.

Audience: C-suite executives, business leaders, elected officials

SPONSORSHIP LEVELS:

Presenting

\$15,000

Gold

\$10,000

Silver

\$5,000

**levels reflect meetings only, no travel, evening receptions, etc.*

CONGRESSIONAL FORUM

Q3 2021



Interact with the North Texas Congressional Delegation at this signature event.

Audience: C-suite executives, business leaders, elected officials, media, regional partners

SPONSORSHIP LEVELS:

Presenting

\$15,000

Gold

\$10,000

Silver

\$5,000

STATE OF THE CITY

Q4 2021



Join Dallas Mayor Eric Johnson for his annual State of the City address.

Audience: C-suite executives, business leaders, elected officials, media, regional partners

SPONSORSHIP LEVELS:

Presenting

\$15,000

Gold

\$10,000

Silver

\$5,000



PUBLIC POLICY

STATE OF THE STATE

Q4 2021



Join Governor Greg Abbott as he addresses the regional business community to give a recap of the 87th Legislative Session and share insight into key issues that will drive the Texas economy in the future.

Audience: C-suite executives, business leaders, elected officials, media, regional partners

SPONSORSHIP LEVELS:

Presenting

\$15,000

Gold

\$10,000

Silver

\$5,000

LEGISLATIVE POWER HOURS

2021

Legislative Power Hours are unique, DRC members-only conversations featuring elected officials of the North Texas state delegation.

Audience: C-suite executives, business leaders, elected officials, regional partners

SPONSORSHIP LEVELS:

Series Presenting

\$15,000

Gold

\$7,500

Silver

\$2,500

LEGISLATIVE SPEAKER SERIES

2021

This series provides the opportunity to hear from and interact with key elected officials.

Audience: C-suite executives, business leaders, elected officials, media, regional partners

SPONSORSHIP LEVELS:

Presenting

Inquire

Gold

\$5,000

Silver

\$2,500



TALENT ATTRACTION

SAY YES TO DALLAS HACKATHON

2021

Hackathons are the ultimate interview, where aspiring engineers, mentors, and sponsors come together for 24 hours using their skills to create software, hardware, and other products.

Audience: Undergraduate and graduate students, industry professionals, mentors

SPONSORSHIP LEVELS:

Presenting
Inquire

Gold
\$15,000

Silver
\$10,000

Corporate
\$5,000

SAY YES TO DALLAS FEATURED EMPLOYER

2021

Market your company's culture and brand, and get more exposure for your open positions as a Say Yes to Dallas Featured Employer on www.sayyestodallas.com/jobs.

Audience: Job seekers

SPONSORSHIP LEVEL:

Inquire

SAY YES TO DALLAS INTERN MIXERS

Summer 2021

College interns experience Dallas lifestyle and culture outside the office by connecting with peers, young professionals, and community leaders showcasing the Dallas Region as a great place to launch a career.

Audience: College interns, young professionals

SPONSORSHIP LEVELS:

Presenting
\$5,000

Gold
\$2,500

Silver
\$1,000

TALENT TALKS

2021

Talent Talks feature conversations with human resource and recruiting experts on attracting and retaining talent.

Audience: Human resources, recruiting executives

SPONSORSHIP LEVELS:

Presenting
\$5,000

Gold
\$2,500

Silver
\$1,000



YOUNG PROFESSIONALS

YOUNG PROFESSIONALS (YP) PROGRAM

2021

Young Professionals is a program that engages an emerging group of future leaders who are committed to leadership development, public policy, and community engagement.

Audience: Young professionals

SPONSORSHIP LEVELS:

Presenting
\$25,000

Gold
\$10,000

Silver
\$5,000

YP PUBLIC POLICY & SERVICE EVENTS

2021

By attending public policy and service events, YP members gain exposure to, and get involved with, issues most important to improving the quality of life in our region.

Audience: Young professionals

SPONSORSHIP LEVELS:

Presenting
\$5,000

Gold
\$2,500

Silver
\$1,000

LEAD YP PROGRAM

January - June 2021

A six-month leadership development program designed to help young professionals gain a better understanding of their personal leadership styles, and gain new insight on leading and inspiring others throughout their careers.

Audience: LEAD YP class, LEAD YP alumni, YP advisory council

SPONSORSHIP LEVELS:

Presenting
\$5,000

Gold
\$2,500

Silver
\$1,000

YP WOMEN'S NETWORK

2021

Women of YP gather to discuss issues that impact young professional women and learn from industry experts on how to succeed in their careers.

Audience: Young professionals

SPONSORSHIP LEVELS:

Presenting
\$5,000

Gold
\$2,500

Silver
\$1,000



LEADERSHIP DALLAS

LEADERSHIP DALLAS (LD) INFORMATION SESSIONS

April 2021

Gather with Leadership Dallas alumni and gain insight into submitting a standout LD application.

Audience: Business leaders, community leaders

SPONSORSHIP LEVEL:

Gold
\$2,000

LEADERSHIP DALLAS ALUMNI (LDA) BREAKFAST WITH THE MAYOR

Q2 2021

Leadership Dallas class and alumni gather to hear Dallas Mayor Eric Johnson provide an update on the City of Dallas.

Audience: Business leaders, community leaders

SPONSORSHIP LEVELS:

Presenting
\$5,000

Gold
\$2,500

Silver
\$1,000

LD & LDA WELCOME RECEPTION

August 2021

Gather with alumni of Leadership Dallas to celebrate the newly announced LD class and welcome the graduate members of the most recent LD class.

Audience: Business leaders, community leaders

SPONSORSHIP LEVELS:

Presenting
\$10,000

Gold
\$5,000

Silver
\$2,500

LD CLASS

September 2021 - May 2022

Leadership Dallas, founded in 1975 by the DRC, is the region's premier leadership development program. A group of diverse individuals are selected each year in a competitive process based on proven leadership potential within their organization and in the community. The goal of the nine-month program is to improve the quality of life in our region.

Audience: Leadership Dallas Class, business leaders, community leaders

SPONSORSHIP LEVELS:

Presenting
\$25,000

Class Day
\$5,000



LEADERSHIP DALLAS

LD GRADUATION

May 2021

Gather with Leadership Dallas class and alumni to celebrate the newly graduated LD class.

Audience: Leadership Dallas Class, Leadership Dallas Alumni, business leaders, community leaders

SPONSORSHIP LEVELS:

Presenting

\$10,000

Gold

\$2,500

Silver

\$1,000

LD SCHOLARSHIP FUND

Provide financial support to a class member, granting the once-in-a-lifetime experience of Leadership Dallas. Opportunity to fund the Barry Barker Scholarship Fund, the Patty Clapp Scholarship Fund, or have a scholarship named in honor of the donor. Scholarships are accepted year-round and are presented at LD Welcome Reception in the fall.

Audience: Leadership Dallas Class, Leadership Dallas Alumni, business leaders, community leaders

SPONSORSHIP LEVELS:

Presenting

\$5,000

Gold

\$2,500

Silver

\$1,000



MEMBER ENGAGEMENT

BOARD OF ADVISORS

2021

Multiple times a year, senior executives connect with peers, distinguished leaders, and special guests in an exclusive setting. Our 2020 speakers were Mark Cuban, James Huffines, Avi Kahn, Fred Perpall, G. Brint Ryan, Ray Sedey, and Ray Washburne.

Audience: Exclusive — C-Suite executives of DRC member companies, by invitation only

SPONSORSHIP LEVEL:

Inquire

CHAMBER LIVE: MAXIMIZING YOUR MEMBERSHIP

2021

DRC members learn how to maximize their membership during this interactive overview of the DRC's priorities and engagement opportunities. Members network with peers, market their company, and meet DRC staff.

Audience: DRC members only

SPONSORSHIP LEVELS:

Premier
\$5,000

Corporate
\$2,500

MEMBER HAPPY HOURS

2021

DRC members have the opportunity to connect with other members and build relationships. Virtual meetings provide a structured networking setting, while in-person events take place at various member venues in the region.

Audience: DRC members only

SPONSORSHIP LEVELS:

Premier
\$5,000

Corporate
\$2,500



MEMBER ENGAGEMENT

WELCOMING NEW EXECUTIVES (WNE)

2021

The DRC's Welcoming New Executives program welcomes and honors companies and executives who have recently joined the Dallas Region's business community.

Audience: DRC board members, C-suite executives, business leaders, community leaders

SPONSORSHIP LEVELS:

Reception
\$5,000

Corporate
\$2,500

EXECUTIVE WOMEN'S ROUNDTABLE (EWR)

2021

This professional development and relationship-building program provides a platform for executive-level women to discuss the challenges and opportunities experienced in their industries, and to broaden their professional perspectives.

Audience: Female business leaders, community executives

SPONSORSHIP LEVELS:

Reception
\$5,000

Corporate
\$2,500

AUDIENCE ENGAGEMENT

DRC events and programs bring together diverse and highly engaged audiences of business executives, community leaders, young professionals, policy makers, and elected officials.

We hope this guide demonstrates the breadth and depth of our reach, and serves as a useful tool to help you identify key audiences and decision makers as you consider a DRC event or program sponsorship.

Use this color-coded index to search for DRC events that align with the audiences you want to target:

- CEOs/Decision Makers
- DRC Members/Invite Only
- Early Career Professionals
- Elected Officials

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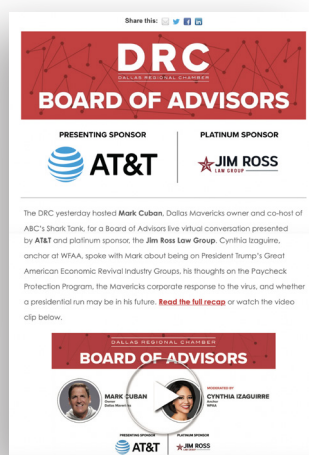
SIGNATURE EVENTS SPONSORSHIP BENEFITS (IF VIRTUAL)

The DRC's signature events provide opportunities to get your company's name in front of hundreds of business leaders representing DRC member companies from across the region. **Signature events include: Annual Meeting, Congressional Forum, State of the City, State of Early Education, State of Higher Education, State of Public Education, State of the State, State of the Workforce, and Year Ahead.**

| SIGNATURE VIRTUAL SPONSORSHIP LEVELS & BENEFITS | PRESENTING | GOLD | SILVER |
|---|-------------|-------------|-----------|
| Opportunity for company representative to give expanded remarks during program | ● | | |
| Opportunity to provide branded message during program (video, slides, etc.) | ● | | |
| First right of sponsorship renewal for the following year | ● | | |
| Exclusive access to keynote speaker(s) (VIP reception, breakout or Q&A) | ● | | |
| Attendee list (F/L name, organization) | ● | | |
| Opportunity for company representative to have a speaking role during program | | ● | |
| Company logo recognition | ● | ● | |
| Company recognition on all marketing materials: emails, social, post-production YouTube, etc. | Logo & name | Logo & name | Name only |
| Company guests invited to VIP reception/breakout | ● | ● | ● |

Event details are current as of September 1, 2020, and subject to change.

Reach out to sponsorship@dallaschamber.org to learn more about other sponsorship benefits, categories, and details.



SIGNATURE EVENTS

SPONSORSHIP BENEFITS

(IF IN-PERSON)

The DRC's signature events provide opportunities to get your company's name in front of hundreds of business leaders representing DRC member companies from across the region. **Signature events include: Annual Meeting, Congressional Forum, State of the City, State of Early Education, State of Higher Education, State of Public Education, State of the State, State of the Workforce, and Year Ahead.**

| SIGNATURE IN PERSON SPONSORSHIP LEVELS & BENEFITS | PRESENTING | GOLD | SILVER |
|---|-------------|-------------|-----------|
| Opportunity for company representative to give expanded remarks during program | ● | | |
| Opportunity to provide message from CEO in the printed program | ● | | |
| Seat at the head table(s) for company's top executive | ● | | |
| First right of sponsorship renewal for the following year | ● | | |
| Attendee list (F/L name, organization) | ● | | |
| Company logo recognition | ● | ● | |
| Company recognition on all marketing materials: emails, social, post-production YouTube, etc. | Logo & name | Logo & name | Name only |
| Company guests invited to the VIP reception/breakout | ● | ● | ● |
| Priority tables and tickets to event | ● | ● | ● |
| Exhibit space provided near registration | ● | ● | ● |

Event details are current as of September 1, 2020, and subject to change.

Reach out to sponsorship@dallaschamber.org to learn more about other sponsorship benefits, categories, and details.

