



The Labor of Luxury: The Industry Behind Entertainment Napa, California | July 10 - 12, 2024

What lies behind the curtain of luxury in Napa Valley?

At the heart of the agriculture industry (and often behind the scenes) lies a hidden world of adversity that shapes the experiences we cherish. By examining the often unnoticed but crucial issues and regulations, this meeting offers Texans a distinctive chance to gain profound insights. We will delve into two crucial industries: agriculture and entertainment (the hospitality kind) with the backdrop of beautiful St. Helena California.

Napa's wine and the agriculture industries face unpredictable and at times, insurmountable challenges. Attendees will gain a profound understanding of what goes on behind the scenes to sustain success from both Texas and California luminaries.

The event will feature discussions, workshops, and interactions with industry experts, regulators, and others who have harnessed their creativity, innovation, and dedication to thrive in their respective fields. We hope Texans will learn how to apply lessons to enhance our own economic and cultural landscape.

WHY YOUR SPONSORSHIP MATTERS

By partnering with us to support The Labor of Luxury, your organization aligns itself with an event that not only educates but also celebrates the vital industries that influence our lives. Your involvement will contribute to the betterment of Texas by:

- Elevating awareness of the importance of challenges faced by industries that we care deeply about to include:
 - o Environmental impacts on agriculture
 - o Workforce issues
 - o Regulatory compliance
- Fostering connections between Texas and industries that share similar challenges and opportunities.
- Inspiring Texans to embrace creativity, innovation, and dedication in their pursuits.



THE TEXAS LYCEUM

ABOUT THE TEXAS LYCEUM

The Texas Lyceum is the premier non-profit, non-partisan statewide leadership organization in Texas composed of 96 men and women and over 1,000 alumni from across the state that serve as conveners of thought-leaders on state and national issues, while emphasizing inclusive participation from public and private sector stakeholders. Throughout our 42-year history we have explored topics ranging from education to energy, and criminal justice to banking. Our goal is to inform, engage and spark civil discourse among Texans about the important issues facing our state.

JOIN US IN SHAPING TEXAS'S FUTURE

We invite you to join us in this endeavor and be a part of shaping the future of our great state. Sponsorship and speaking opportunities are available. Information on sponsorship levels and benefits is on the following pages, or please contact one of our conference co-chairs or the Texas Lyceum Administrator for additional information. Thank you for considering this partnership opportunity. We look forward to the possibility of working together for the betterment of Texas.

With Gratitude,

Missy Bonds – Class of 2019

Darcie Durham – Class of 2019

Jared Scruggs – Class of 2023



THE TEXAS LYCEUM

SPONSORSHIP OPPORTUNITIES

At The Labor of Luxury conference, your support matters, and we have crafted sponsorship levels that offer you valuable benefits while contributing to our shared mission. Here's how you can become a part of this exceptional event:

PRESENTING SPONSOR – \$15,000

- Prominent logo placement on conference program, signage, pre- and post-event promotional emails, and Texas Lyceum event webpage.
- Invitation for six (6) corporate representatives to attend the Thursday evening welcome event and all Friday conference sessions.
- Six (6) Reserved seats at the Fireside Chat & Dinner featuring a VIP speaker.
- Opportunity to include company/organization materials for attendees of meetings.
- Opportunity to introduce a speaker or make opening remarks for a panel.

GOLD SPONSOR – \$10,000

- Logo placement on conference program, signage, pre- and post-event promotional emails, and Texas Lyceum event webpage.
- Invitation for four (4) corporate representatives to attend the Thursday evening welcome event and all Friday conference sessions.
- Four (4) Reserved seats at the Fireside Chat & Dinner featuring a VIP speaker.
- Opportunity to include company/organization materials for attendees of meetings.
- Opportunity to introduce a speaker or make opening remarks for a panel.

SILVER SPONSOR – \$5,000

- Logo placement on conference program, signage, pre- and post-event promotional emails, and Texas Lyceum event webpage.
- Invitation for two (2) corporate representatives to attend the Thursday evening welcome event and all Friday conference sessions.
- Two (2) Reserved seats at the Fireside Chat & Dinner featuring a VIP speaker.
- Opportunity to include company/organization materials for attendees of meetings.

BRONZE SPONSOR – \$2,500

- Logo placement on conference program, signage, pre- and post-event promotional emails, and Texas Lyceum event webpage.
- Invitation for one (1) corporate representative to attend the Thursday evening welcome event and all Friday conference sessions.
- One (1) Reserved seat at the Fireside Chat & Dinner featuring a VIP speaker.

Your sponsorship not only benefits your organization but also plays a vital role in shaping the success of The Labor of Luxury conference. Join us in this exceptional journey and make a lasting impact!



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SPONSORSHIP FORM

_____ Yes, I would like to be a Sponsor of The Labor of Luxury: The Industry Behind Entertainment

_____ PRESENTING SPONSOR – \$15,000

_____ GOLD SPONSOR – \$10,000

_____ SILVER SPONSOR – \$5,000

_____ BRONZE SPONSOR – \$2,500

_____ No, I will not take advantage of the sponsorship benefits, but I would still like to contribute

Amount Enclosed \$ _____

SPONSOR INFORMATION

Sponsoring Company/Organization* _____

Facebook _____ X (Formerly known as Twitter) _____

Instagram _____ LinkedIn _____

Contact Name _____ Title _____

Address _____

Phone _____ Fax _____

Email _____

Please submit a high-resolution logo in .jpg or .eps format to info@texaslyceum.org.

*The deadline for recognition in meeting programs and signage is June 26th, 2024.
Please complete and email this form to info@texaslyceum.org.*

Sponsorships can be paid online by clicking “Donate” at www.texaslyceum.org and completing the payment form.

*Contact info@texaslyceum.org for a mailing address if you would like to return this form by mail and/or pay for your sponsorship via check. Please make checks payable to The Texas Lyceum.
The Texas Lyceum is a 501(c)(3) organization.*



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