

DRC
DALLAS REGIONAL CHAMBER

NATIONAL
CHAMBER
OF THE YEAR



2025

EVENTS & PROGRAMS PROSPECTUS



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NATIONAL CHAMBER OF THE YEAR



THANK YOU TO OUR 2024 TOP INVESTORS & SPONSORS



TOYOTA



A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
an Independent Licensee of the Blue Cross and Blue Shield Association

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A NOTE FROM OUR CEO

The Dallas Regional Chamber (DRC) works hard each day to help make the Dallas Region the best place in America for all people to live, work, and do business. Guided by our 2024-2026 strategic plan, called “Building Tomorrow Together,” we work in four interconnected strategic focus areas to improve the quality of life for all people: Prosperity & Economic Development; Education, Talent & Workforce; Public Policy; and Diversity, Inclusion & Community Engagement.

Throughout 2025, we will host hundreds of events and programs linked to these focus areas, bringing together subject matter experts and thousands of attendees to have the important conversations that help keep our member companies on the leading edge of business and doing a lot of good for our region.

This Events and Programs Prospectus provides you—our members—with a menu of opportunities to identify sponsorship, marketing, and branding opportunities that align with the audiences you want to reach and the causes that matter most to you. By sponsoring a DRC event or program, you are able to showcase your company’s leadership and expertise on key topics and underscore your commitment to the well-being of our region in front of the audience you want to reach.

We have a diverse range of events and programs, and we are excited to help align the many benefits of sponsorship with your 2025 goals.

We look forward to exploring new opportunities and ideas at DRC events throughout the year ahead while working together to make the Dallas Region even better tomorrow than it is today.

All my best wishes,

Dale Petroskey

President & CEO





BUILDING TOMORROW TOGETHER

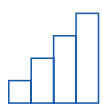
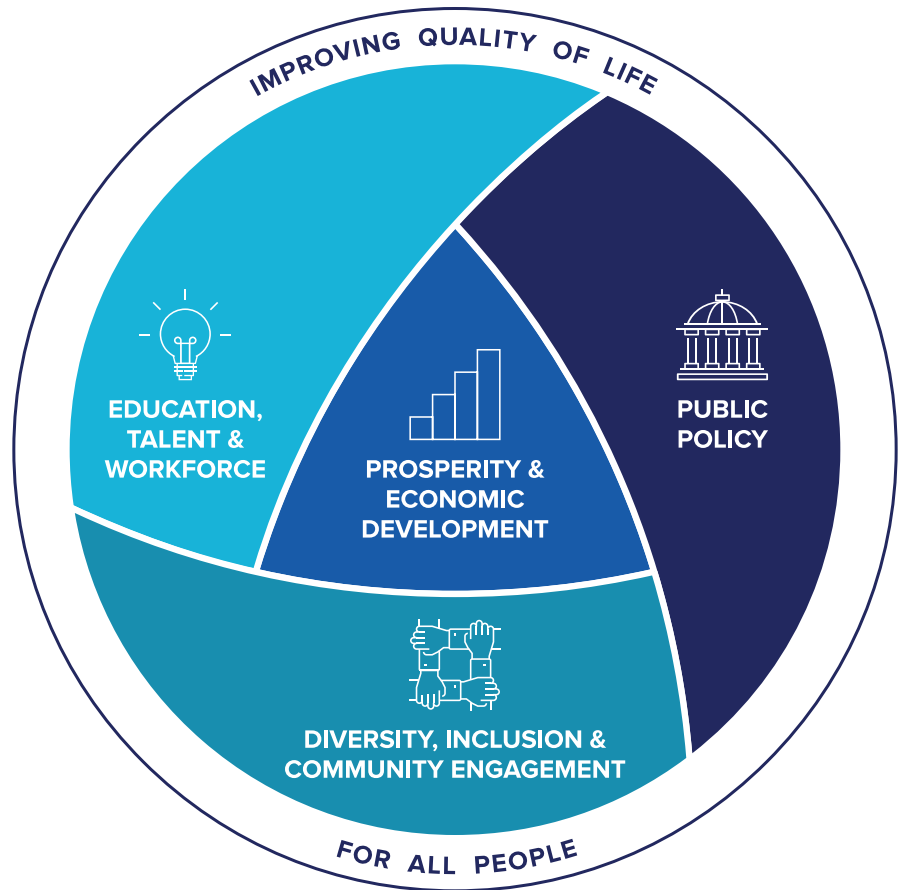
2024-2026 Strategic Plan

OUR PRIORITIES

We serve as the preeminent voice of the business community and a bridge to the public, education, and nonprofit sectors to drive growth and prosperity for all who call the Dallas Region home and for those interested in coming here. The work of the DRC's strategic plan is funded by our Tomorrow Fund investors.

TOMORROW FUND

An investment in the DRC's Tomorrow Fund makes possible our strategic efforts to improve the quality of life for all people while enhancing the business climate and economy of the Dallas Region. By investing in the Tomorrow Fund, you become a valued partner in our long-term mission and enhance your company's ability to do good for our region and all the people who live, work, and do business here.



PROSPERITY & ECONOMIC DEVELOPMENT

We champion the growth of existing companies and the innovation ecosystem in the Dallas Region while positioning our region as a prime destination for living, working, and doing business.



EDUCATION, TALENT & WORKFORCE

We foster a talent pipeline that meets the needs of employers and prepares workers and future workers for job opportunities that lead to a fulfilling life and career.



PUBLIC POLICY

We advocate for policies and outcomes that preserve Texas' economic competitive advantage and support a prosperous life for Texans in the near and long term.



DIVERSITY, INCLUSION & COMMUNITY ENGAGEMENT

We work to narrow opportunity gaps that exist within companies and communities to promote a high-quality life for all people in the Dallas Region.

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SIGNATURE EVENTS

Contact sponsorship@dallaschamber.org for sponsorship details.

ANNUAL MEETING

Q1 2025

Presented by



BlueCross BlueShield of Texas

A Division of Health Care Services Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association

The Dallas Region's premier business event each year connects top professional and community leaders to celebrate our region's vibrancy and successes.

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

SPONSORSHIP LEVELS

| | SOLD |
|------------|----------|
| PRESENTING | \$40,000 |
| SPEAKER | \$30,000 |
| RECEPTION | \$30,000 |
| HAPPY HOUR | \$25,000 |
| VALET | \$25,000 |
| PLATINUM | \$20,000 |
| GOLD | \$20,000 |

CONVERGENCE AI DALLAS

April 30-May 1, 2025

This two-day conference brings together a diverse set of leaders, from executives to entrepreneurs, to explore the latest trends, challenges, and innovations in artificial intelligence (AI).

Audience: business professionals, CHROs, digital transformation leaders, chief technology/innovation officers

SPONSORSHIP LEVELS

| | |
|------------|----------|
| PRESENTING | \$45,000 |
| PLATINUM | \$25,000 |
| GOLD | \$15,000 |
| EXHIBITOR | \$5,000 |

WOMEN'S BUSINESS CONFERENCE

Q4 2025

Dynamic programming provides personal and leadership development opportunities to the Dallas Region's top professional women to ensure continued advancement.

Audience: professional women from early career through C-suite executives

SPONSORSHIP LEVELS

| | |
|-------------|----------|
| PRESENTING | \$60,000 |
| ATHENA | \$25,000 |
| YPL ATHENA | \$25,000 |
| TABLE TALKS | \$25,000 |
| LOUNGE | \$20,000 |
| MARKETPLACE | \$20,000 |
| HAPPY HOUR | \$20,000 |



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MEMBER ENGAGEMENT

Contact sponsorship@dallaschamber.org for sponsorship details.

EXECUTIVE CIRCLE

Quarterly 2025

This exclusive programming attracts top executives of the Executive Plus membership level and higher to network, develop relationships, and engage in meaningful discussions about key issues affecting business and the Dallas Region.

Audience: exclusive to invited C-suite executives of select DRC member companies

SPONSORSHIP LEVELS

| | |
|-----------|-----------|
| SERIES | \$25,000 |
| EVENT | \$ 10,000 |
| CORPORATE | \$ 5,000 |

MEMBER HAPPY HOUR

2025

Build relationships with new and longtime DRC members while enjoying appetizers and cocktails at venues around the Dallas Region.

Audience: DRC members, including C-suite executives, business and community leaders, elected officials

SPONSORSHIP LEVELS

| | |
|------------|----------|
| HOST | \$ 7,500 |
| PRESENTING | \$ 5,000 |
| CORPORATE | \$ 2,500 |

DRC 101

2025

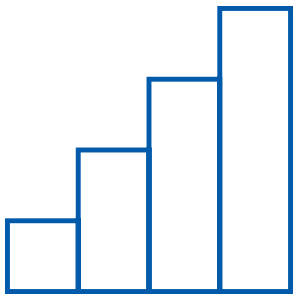
DRC members learn how to maximize their membership during this interactive overview of the DRC's priorities and engagement opportunities. Members connect with peers, market their company, and meet DRC staff.

Audience: new DRC members, new company hires, DRC members who want to re-engage

SPONSORSHIP LEVELS

| | |
|------------|----------|
| PRESENTING | \$ 5,000 |
| CORPORATE | \$ 2,500 |





PROSPERITY & ECONOMIC DEVELOPMENT

Contact sponsorship@dallaschamber.org for sponsorship details.

TOMORROW SUMMIT

Q3 2025

This new event focuses on the economy of the future and the elements important to future prosperity through the lens of featured speakers and companies positively impacting our regional economy.

Audience: C-suite executives, DRC members, regional allies and organizations, elected officials, special guests and speakers

SPONSORSHIP LEVELS

PRESENTING \$ 30,000
 GOLD \$ 10,000
 SILVER \$ 5,000

TOMORROW FUND MID-YEAR BREAKFAST

2025

An exclusive breakfast for DRC Tomorrow Fund investors that features a timely and significant keynote speaker and an inside look at the DRC's latest progress in our strategic focus areas.

Audience: exclusive to Tomorrow Fund investors, special guests, speakers

SPONSORSHIP LEVELS

PRESENTING \$ 15,000
 GOLD \$ 7,500

ECONOMY IN BRIEF REPORT

2025

Add your brand to one of the DRC's most-viewed products, a bi-weekly digital report showcasing economic data and trends for the Dallas Region.

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

SPONSORSHIP LEVEL

PRESENTING \$ 20,000

“WHY DALLAS” STORIES

2025

Add your brand to digital corporate recruitment presentations to get in front of companies considering relocations to, or expansions in, the Dallas Region.

Audience: companies considering relocating to, or expanding in, the Dallas Region; relocation consultants

SPONSORSHIP LEVEL

PER STORY \$ 10,000



say *yes to Dallas*
INTERN MIXER
 Q3 2025

College interns experience the life and culture of the Dallas Region and learn why it's a great place to launch a career through connections with peers and community leaders.

Audience: college interns, young professionals, job seekers

SPONSORSHIP LEVELS

| | |
|------------|----------|
| PRESENTING | \$ 7,500 |
| CORPORATE | \$ 5,000 |
| BEVERAGE | \$ 2,500 |

say *yes to Dallas*
FEATURED EMPLOYER
 2025

Market your company as a great place to work and expose your job openings to high-quality talent as a "Say Yes to Dallas" Featured Employer.

Audience: potential high-quality talent for your company

SPONSORSHIP LEVELS

| | |
|-----------|-----------|
| ANNUALLY | \$ 12,000 |
| QUARTERLY | \$ 4,000 |
| MONTHLY | \$ 1,500 |

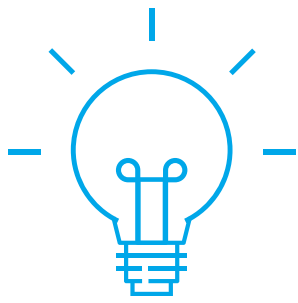
say *yes to Dallas*
DIGITAL ADVERTISING
 2025

Increase your reach and showcase your upcoming events or offerings to a large, diverse audience by advertising with the DRC's "Say Yes to Dallas" campaign.

Audience: 18,000+ social media followers

SPONSORSHIP LEVELS

| | |
|------------|----------|
| FOUR WEEKS | \$ 1,250 |
| TWO WEEKS | \$ 750 |



EDUCATION, TALENT & WORKFORCE

Contact sponsorship@dallaschamber.org for sponsorship details.

STATE OF TALENT & WORKFORCE

Q1 2025

Business leaders explore key trends, challenges, and strategies for talent attraction, talent retention, and workforce development and how they shape the future of business.

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

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 20,000 |
| GOLD | \$ 10,000 |
| SILVER | \$ 5,000 |

HIGHER EDUCATION FORUM

Q1 2025

State and local officials, business leaders, and higher education systems convene to discuss timely trends in research, innovation, and workforce development throughout the Dallas Region's higher education ecosystem.

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

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 15,000 |
| CORPORATE | \$ 5,000 |
| PARTNER | \$ 2,500 |

TALENT TALK

Q2, Q3, Q4 2025

Human resources and talent experts share insights, strategies, and best practices to help companies in the Dallas Region attract, retain, and develop top talent.

Audience: human resources and recruiting leaders, workforce development leaders, marketing and relocation executives

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 10,000 |
| CORPORATE | \$ 5,000 |
| PARTNER | \$ 2,500 |



STATE OF PUBLIC EDUCATION

Q3 2025

This signature event provides an update on PK-12 education policy statewide and in the Dallas Region, including recent accomplishments, innovations, academic outcomes, and barriers to student success.

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

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 30,000 |
| GOLD | \$ 10,000 |
| SILVER | \$ 5,000 |

PRINCIPAL FOR A DAY

Q4 2025

This eye-opening opportunity to volunteer at a Dallas ISD campus, followed by an afternoon reception, provides insight into best practices and challenges within DISD and an introduction to future collaboration.

Audience: C-suite executives, business leaders, elected officials, Dallas ISD officials and school principals, community leaders

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 25,000 |
| RECEPTION | \$ 15,000 |
| CORPORATE | \$ 2,500 |



PUBLIC POLICY

Contact sponsorship@dallaschamber.org for sponsorship details.

AUSTIN FLY-IN

Q2 2025

Join the DRC in Austin for small-group advocacy meetings and a reception with key state leaders and legislators to promote the regional business community's priorities in the 89th Texas Legislative Session.

Audience: C-suite executives, business leaders, policy professionals, elected officials, policy experts

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 30,000 |
| GOLD | \$ 20,000 |
| SILVER | \$ 10,000 |

STATE OF THE STATE

Q2 2025

The DRC's signature event with a top state-wide leader sharing their priorities for the state, the Dallas Region, and our business community

Audience: C-suite executives, business leaders, policy professionals, elected officials, policy experts

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 30,000 |
| GOLD | \$ 20,000 |
| SILVER | \$ 10,000 |

CONGRESSIONAL FORUM

Q3 2025

Hear members of North Texas' Congressional Delegation discuss their work in Washington, D.C., and the federal issues impacting the Dallas Region's business community during this in-depth conversation.

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

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 30,000 |
| GOLD | \$ 20,000 |
| SILVER | \$ 10,000 |

DALLAS CITY COUNCIL RECEPTION

Q3 2025

Welcome and connect with the newly sworn-in and incumbent members of the Dallas City Council at this reception.

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

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 15,000 |
| GOLD | \$ 10,000 |
| SILVER | \$ 5,000 |



STATE OF INFRASTRUCTURE

Q4 2025

Top subject matter experts convene for a thorough discussion about the infrastructure needs of the Dallas Region, the fastest-growing metro area in the country.

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

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 30,000 |
| GOLD | \$ 20,000 |
| SILVER | \$ 10,000 |

STATE OF THE REGION

Q4 2025

This year-end event brings together key elected leaders and business executives from across the region for a conversation about top regional issues and their outlook for the coming year.

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

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 30,000 |
| GOLD | \$ 20,000 |
| SILVER | \$ 10,000 |

LEGISLATIVE POWER HOUR

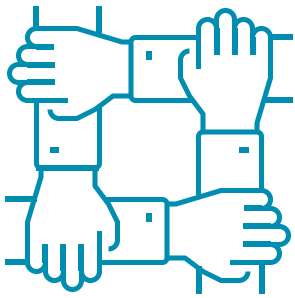
2025

Connect directly with state and federal elected leaders from the Dallas Region in a late-afternoon happy hour format that allows for candid conversations on timely legislative issues.

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

SPONSORSHIP LEVELS

| | |
|-----------|-----------|
| SERIES | \$ 25,000 |
| EVENT | \$ 5,000 |
| CORPORATE | \$ 3,500 |



DIVERSITY, INCLUSION & COMMUNITY ENGAGEMENT

Contact sponsorship@dallaschamber.org for sponsorship details.

INCLUSION CONFERENCE

Q2 2025

Business leaders, community stakeholders, and diversity and inclusion professionals engage and strategize ways to narrow opportunity gaps in the Dallas Region.

Audience: business leaders, CHROs, community stakeholders, diversity and inclusion professionals, corporate recruiters

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 20,000 |
| PLATINUM | \$ 12,500 |
| GOLD | \$ 10,000 |
| SILVER | \$ 5,000 |

INCLUSION LEADERS CONNECT

Q2, Q3 2025

Diversity and inclusion professionals convene regularly to discuss opportunities and challenges in diversity and inclusion with a focus on action and progress.

Audience: business leaders, diversity and inclusion professionals, human resources professionals

SPONSORSHIP LEVELS

| | |
|------------|----------|
| SERIES | \$ 7,500 |
| HAPPY HOUR | \$ 5,000 |
| GOLD | \$ 2,500 |

COMMUNITY CONNECTIONS

Q1, Q2, Q3 2025

This recurring event builds connections among diverse professionals and creates opportunities for business leaders to enhance the diversity of their networks.

Audience: diverse professionals, allies

SPONSORSHIP LEVELS

| | |
|------------|----------|
| PRESENTING | \$ 5,000 |
| GOLD | \$ 2,500 |
| SILVER | \$ 1,500 |



SOUTHERN DALLAS COUNTY WEBSITE

2025

This website features hyperlocal content on talent, transportation, new businesses, and relevant news stories that reflect economic diversity and opportunity in Southern Dallas County.

Audience: business and real estate decision makers, community stakeholders, political and civic leaders

SPONSORSHIP LEVEL
PRESENTING \$ 10,000

DISABILITY INCLUSION TOOLKIT

2025

This resource includes research and best practices for recruiting, hiring, retaining, and advancing individuals with disabilities—both seen and unseen—to promote a more inclusive, accessible workplace.

Audience: business leaders, diversity and inclusion professionals, human resources professionals

SPONSORSHIP LEVEL
PRESENTING \$ 10,000

SOUTHERN DALLAS COUNTY VISION TOUR

2025

Get a behind-the-scenes bus tour of new developments and projects that showcase Southern Dallas County as a prime location for business and talent, while addressing issues of opportunity and access.

Audience: business leaders, community stakeholders, developers, real estate professionals

SPONSORSHIP LEVEL
PRESENTING \$ 7,500
only four tours available



LEADERSHIP PROGRAMS

Contact sponsorship@dallaschamber.org for sponsorship details.

LEADERSHIP DALLAS (LD)

Class of 2026

The Dallas Region's premier leadership program helps those executives selected address the challenges and opportunities facing the Dallas Region through a one-of-a-kind curriculum.

Audience: Leadership Dallas class, business leaders, community leaders

SPONSORSHIP LEVELS

| | |
|-----------------|-----------|
| PRESENTING | \$ 40,000 |
| CLASS DAY | \$ 10,000 |
| BACKSTAGE EVENT | \$ 5,000 |

LEADERSHIP DALLAS ALUMNI (LDA)

2025

Leadership Dallas Alumni keeps more than 2,400 graduates of Leadership Dallas connected, active, and engaged to continue making positive change in the Dallas Region.

Audience: 2,400+ Leadership Dallas Alumni, business leaders, community leaders

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 20,000 |
| GOLD | \$ 10,000 |
| SILVER | \$ 5,000 |

YOUNG PROFESSIONALS (YP)

2025

The DRC's Young Professionals is a 400-plus member organization of emerging leaders who are committed to leadership development, advocacy, and community engagement in the Dallas Region.

Audience: young professionals ages 22 to 40 from diverse industries

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 20,000 |
| GOLD | \$ 7,500 |
| EVENT | \$ 3,000 |

LEAD YP PROGRAM

2025

Once selected in a competitive process, aspiring young leaders gain key skills and knowledge to advance their careers and our region through this six-month leadership education and training program.

Audience: rising Young Professional leaders ages 22 to 40 from diverse industries selected in a competitive process

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 10,000 |
| GOLD | \$ 5,000 |
| SILVER | \$ 3,000 |



LD 50TH ANNIVERSARY CELEBRATION

June 6, 2025

Presented by



Celebrate 50 years of Leadership Dallas and its impact on the Dallas Region at this special one-time party with LD graduates and members of the Dallas Region's business community.

Audience: Leadership Dallas Alumni, Leadership Dallas class, business leaders, community leaders, elected officials

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | SOLD |
| GOLD | \$ 15,000 |
| SILVER | \$ 10,000 |

LD & LDA WELCOME RECEPTION

Q3 2025

Leadership Dallas Alumni host a reception to welcome the new Leadership Dallas class as they embark on their journey through the premier 10-month program.

Audience: Leadership Dallas Alumni, Leadership Dallas class, business leaders, community leaders, elected officials

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 15,000 |
| GOLD | \$ 7,500 |
| SILVER | \$ 5,000 |

LEADERSHIP PROGRAMS COMMUNITY DAYS

Quarterly 2025

Leadership Dallas Alumni and Young Professionals join together four times a year to continue the tradition of service to the Dallas Region established by the DRC's Leadership Programs.

Audience: 2,300+ Leadership Dallas Alumni, 400+ Young Professionals, business leaders, community leaders, elected officials

SPONSORSHIP LEVELS

| | |
|------------|-----------|
| PRESENTING | \$ 15,000 |
| GOLD | \$ 10,000 |
| SILVER | \$ 5,000 |



DALLAS REGIONAL CHAMBER

NATIONAL CHAMBER OF THE YEAR



BRANDING OPPORTUNITIES

Contact sponsorship@dallaschamber.org for sponsorship details.

DRC OFFICE SIGNAGE

2025

Showcase your company in front of thousands of DRC guests, including corporate executives and public officials, with a branding opportunity in the DRC office.

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

SPONSORSHIP LEVELS

| | |
|----------|-----------|
| ELEVATOR | \$ 20,000 |
| WIFI | \$ 20,000 |
| HALLWAY | \$ 10,000 |
| LOBBY | SOLD |
| CAFE | SOLD |

DRC DIGITAL BRANDING

2025

Expand your online presence, reach new audiences, and elevate your brand through advertising on the DRC's website, email newsletters, and social media.

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

SPONSORSHIP LEVELS

| | |
|------------|----------|
| SIX WEEKS | \$ 5,000 |
| FOUR WEEKS | \$ 3,000 |
| TWO WEEKS | \$ 1,750 |

DRC PUBLICATIONS

2025

Exclusively published for the DRC, our Regional Economic Development Guide, Newcomer & Relocation Guide, and Dallas Innovates contain key insights about the Dallas Region.

Audience: C-suite executives, business leaders, media, companies and people looking to relocate to the Dallas Region

SPONSORSHIP LEVELS

media kit available upon request

DRC OFFICE MEETING ROOMS

2025

Showcase your company in front of thousands of DRC guests, including corporate executives and public officials, with your company logo, messaging, photos, and artwork.

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

SPONSORSHIP LEVELS

| | |
|------------|------|
| CONFERENCE | SOLD |
| EXECUTIVE | SOLD |
| BOARD | SOLD |
| LOBBY | SOLD |
| MARKETING | SOLD |



