

TEAM TEXAS

2024

PLAYBOOK

Founded in 1986, Team Texas is the member-based state business attraction program through the Texas Economic Development Council, the professional association for Texas economic developers.



BIG. BOLD. TEXAS.

The Team Texas model is designed to give our local economic development groups the advantage of marketing as a part of a larger region, or as a state in this case, without all of the costs.

Team Texas leverages the investments made by each member to maximize the access they have to marketing tools. Our members work together as one team under the Texas brand to continue generating awareness of the opportunities for relocation and expansion within the state.



WELCOME

A NOTE FROM THE CHAIR

Howdy! As Chairwoman of Team Texas, it is my privilege to introduce to you the 2024 Team Texas Playbook. Your Team Texas Advisory Council has worked diligently this year to ensure that we have a fantastic line up of marketing opportunities that will provide value to every community (large and small) in the Great State of Texas. This year's plan, crafted with your feedback, reflects those efforts.

As the Texas marketing effort led exclusively by member EDOs since 1986, we are uniquely qualified to spread a global message to highlight the diversity our state offers to a wide range of prospects and multipliers. Team Texas provides your organization with the tools you need to build your marketing reach and engage with prospects in a cost-effective way. We have a proven track record of pipeline building and project wins and we anticipate this year will be no exception.

Please take a look at our program of work in the pages that follow and figure out how best to maximize your community's effort with Team Texas. You won't regret it.

As always, please reach out to me or any of the Team Texas Advisory Council members if we can help in any way.

Thanks again for your continued support of Team Texas and here's to a successful 2024!

#GoTeamTexas

Warm regards,

A handwritten signature in black ink that reads "Danielle Scheiner".

Danielle Scheiner
2024 Team Texas Advisory Council Chair
Conroe EDC

Vision

Our vision is for Texas' continued economic strength and promotion of Texas as the best state for a myriad of industries to the benefit of the residents and employers in our communities.

Mission

Our mission is to collaborate as economic developers promoting Texas as the choice for investment and job creation.



THE TEAM TEXAS MODEL



Going back to the Team Texas mission of creating opportunities for our members, the Team Texas model is designed to give our local economic development groups the advantage of marketing as a part of a larger region, or as a state in this case, without all of the costs.

Team Texas leverages the investments made by each member to maximize the access they have to marketing tools. Our members work together as one team under the Texas brand to continue generating awareness of the opportunities for relocation to and expansion within the state.

Once a prospect is interested in Texas, it falls on our local communities to court them and close the deals. State incentives are negotiated through The Office of the Governor. Team Texas partners with the Texas Economic Development Corporation to share a unified message about doing business in Texas, amplify our presence during marketing events in which our programs align, and cover the remaining ground not covered in each other's programs.

Team Texas implements a variety of activities and events to reach diverse targets and satisfy the diverse needs of its members. Examples of these include roadshows (marketing missions), trade shows, hospitality events, and exclusive site consultant-member events.

THE TEAM TEXAS MODEL

OUTBOUND MARKETING

Tradeshow Exhibitions

Team Texas will secure a booth space at our most attended and historically successful shows. Team Texas members are invited to join the Team Texas booth as “participant” – this means that the registered members will be assigned equal amounts of time to work at the booth on behalf of Team Texas.

Team Texas will facilitate activities and promotions to draw traffic to the booth where the working members will engage in conversations with potential new contacts and then complete in-take forms for each contact when appropriate.

Team Texas staff will distribute the information about the new contacts in a timely manner.

- Members may register using available credits or on a pay-to-play basis.

Hospitality Events

Texas is known for its hospitality, which is a sentiment Team Texas will develop through receptions and events throughout the year.

- Texas Party Under the Stars – Washington D.C.
 - Texas Party Under the Stars event is an add on to SelectUSA. To participate, you must attend the correlating show.
- An Additional Hospitality event (TBD) in conjunction with the New York Road Show

Road Shows

Economic developers’ key industry contacts are consistently asked to get on the road to tour a location. To keep our competitive edge, Team Texas will host regular visits to markets with a high density of key contacts in order to grow and maintain relationships with those contacts without them having to pack their bags. While not everyone will be in every meeting, as participants will be split into teams, Team Texas staff will provide all contacts and notes from each meeting to every participant following the mission.

**Road Shows are prioritized for Team Texas members’ who invest at Player level (platinum members receive priority registration). Participation is based on first-come-first serve basis.

"We tried Team Texas for the first time in 2021-2022. The strategy works! From road shows to trade shows, hundreds of leads are generated of companies all sizes considering Texas. From the lead list, Lancaster staff contacts each with custom emails and follow up with phone calls. As a result, we had approximately 20 site visits and have ongoing communications. We also connected with several leads we are already working, allowing for face-to-face interaction and relationship building. In my opinion with almost two decades of Texas economic development experience, if you work the leads from the shows, Team Texas is the best tool in the box."

- SHANE SHEPARD, ECONOMIC DEVELOPMENT DIRECTOR
CITY OF LANCASTER

THE TEAM TEXAS MODEL

IN-BOUND MARKETING

Team Texas Consultant Summit

Once again, Team Texas will partner with Consultant Connect to host an exclusive member-only site consultant event. The Team Texas Consultant Summit is a two-day event that includes at least six active consultants for robust content, networking, and a VIP hospitality event. Team Texas members will be able to attend the conference programming as a benefit of their membership at no extra cost. Similar events around the country may cost attendees up to \$3,500 to participate, making this Team Texas' most anticipated annual event.

2024 Consultant Summit
Location: To Be Announced
Dates: The Economic Summit will be hosted the last week of August.
*Additional Details coming soon.

DIGITAL MARKETING

Digital Lead Generation

Team Texas will use web analytics to determine who is exploring Texas options and will work to qualify and then distribute those contacts to qualifying members.

STRATEGIC BRAND ALIGNMENT

Sponsorships

One way to raise our brand's visibility is through strategic sponsorships; Team Texas invests in a conference to gain exposure while also receiving some participation benefits. Team Texas Members will receive information on how to participate in 2024.

T E A M



2024 CALENDAR OF EVENTS

DATES	WHAT	WHERE	ACTIVITY	REGISTRATION
Feb 5-6	Road Show	Southern CA	Road Show*	\$2,500
Feb 6-8	MDM	Anaheim, CA	Trade Show Exhibitor	\$1,500
April 6-10	IAMC Spring	Greenville, SC	N/A	N/A
April 9-11	MRO Americas	Chicago, IL	Trade Show Exhibitor	\$1,500
May 1-2	Road Show	Chicago, IL	Road Show*	\$2,500
June 23-26	SelectUSA	Washington, DC	Trade Show Exhibitor	\$1,500
June 25	Party Under the Stars	Washington, DC	Hospitality Event	\$1,000
July 24	Hospitality Event TBD	New York, NY	Hospitaliy Event	\$1,000
July 24-25	Road Show	New York, NY	Road Show*	\$2,500
Last Week of August	Texas Consultant Summit	TBD, TX	Member-Consultant Event	Basic Entry Included
Sept 9-14	IMTS 2024	Chicago, IL	Trade Show Exhibitor	\$1,500
Sept 18-20	Road Show	Canada	Road Show*	\$2,500
Sept 14-18	IAMC Fall	Quebec City, Canada	N/A	N/A
Oct 15-17	FABTECH 2024	Orlando, FL	Trade Show Exhibitor	\$1,500
Nov 6-7	Gold & Platinum Road Show	Internation Destination TBD	Road Show*	\$2,500
Nov 6-7	Small Town Road Show	California	Road Show*	\$2,500
*Indicates Events Prioritized to Platinum, Gold, and Bronze Members.				

2024 MEMBERSHIP

GENERAL MEMBERSHIP

\$3,500

****Included in all membership levels**

- Hyperlinked listing on the Team Texas website
- Receipt of quarterly newsletter
- Relocation/Expansion Announcement Distribution
- Team Texas social media engagement
- Option to participate in select Team Texas events throughout the year
- Use of Team Texas Logo on organization website and marketing materials.
- Complimentary invitation for member to annual VIP Membership event (Consultant Summit - Value of \$3,500)



Economic Summit 2023

2024 TEAM TEXAS PLAYER LEVELS

PLATINUM MEMBERSHIP

\$28,000

- Access to all contacts generated through Team Texas events and digital lead generation
- Four (4) registrations to Team Texas events valued at \$2,500 (Road Show) with automatic registration and option to opt out
- One (1) registration to Exclusive Platinum and Gold Road Show (\$2,500)
- Eleven (11) registrations to Team Texas events valued up to \$1,500 each - (Trade Shows)
- Four (4) registrations to Team Texas hospitality events valued up to \$1,000 each
- One (1) registration to the Consultant Summit plus one additional registration (\$7,000)
- Exclusive Platinum, Gold and Host City breakfast with site consultants at the Consultant Summit.
- Organization logo recognition on annual Team Texas member signage
- Option to participate in ALL Team Texas events throughout the year
- Priority access to all Team Texas events

GOLD MEMBERSHIP

\$15,500

- Two (2) registrations to Team Texas events valued at \$2,500 (Road Show)
- One (1) registration to Exclusive Platinum and Gold Road Show (\$2,500)
- Six (6) registrations to Team Texas events valued at \$1,500 each (Trade Show)
- Two (2) registrations to Team Texas events valued at \$1,000 each
- Option to participate in ALL Team Texas events throughout the year
- Exclusive Platinum, Gold and Host City breakfast with site consultants at the Consultant Summit.
- Access to all contacts generated through digital lead generation
- Organization name recognition on annual Team Texas member signage

BRONZE MEMBERSHIP

\$8,000

- One (1) registration to Team Texas events valued at \$2,500 (Road Show)
- Three (3) registrations to Team Texas events valued at \$1,500 each (Trade Show)
- One (1) registration to Team Texas events valued at \$1,000 each
- Option to participate in ALL Team Texas events throughout the year

**Substitutions will be considered on a case by case situation.

READY TO JOIN TEAM TEXAS?

**CONTACT US TO START YOUR
TEAM TEXAS JOURNEY TODAY**

GoTeamTexas.com/Join-Team-Texas

info@goteamtexas.com



TELEPHONE

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WEBSITE

www.goteamtexas.com