



2022 PLAYBOOK



BIG. BOLD. TEXAS.

GO TEAM TEXAS.

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TEDC / TEAM TEXAS

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TEDC / TEAM TEXAS

Administrative Assistant



LETTER FROM THE CHAIR

On behalf of the Team Texas Advisory Council, it's my pleasure as Chairwoman to present the 2022 Team Texas Playbook. Our team has developed an extensive plan that will allow members access to a robust in-person marketing agenda for the new year.

As economic developers representing different communities across the state, Team Texas provides the opportunity for each of us to tell our message collectively. As you know, Texas' economy is as diverse as its landscape, and it is crucial we utilize equally diverse marketing tools, like Team Texas, to amplify our voices.

I invite everyone to take part, be active, and encourage others to become members. In doing so, you will witness first-hand your organization's marketing reach expand and each dollar go further.

Let's **#GoTeamTexas!**

Carolyn Rowley

2022 TEAM TEXAS CHAIRWOMAN

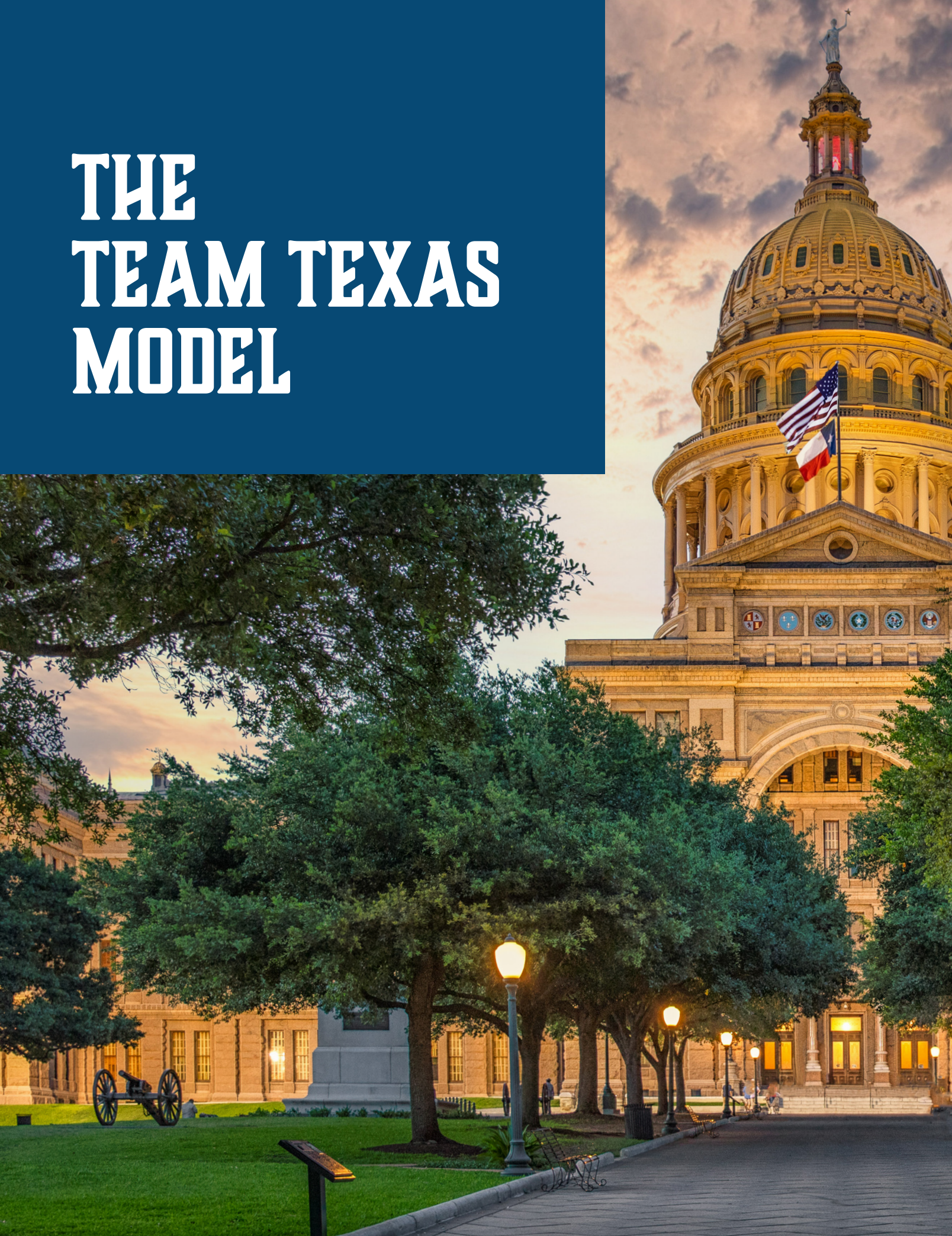
2021 TEAM WIN

"Not only is Plastikon our first significant OEM project, but it's also our first project through Team Texas! The arrival of Plastikon to the Texas Innovation Corridor brings over 200 jobs to the region, demonstrating how regional efforts and our partnership with the city of Kyle and Team Texas continue to support and attract cutting-edge companies."

Jason Giuliatti

PRESIDENT, GREATER SAN MARCOS PARTNERSHIP

THE TEAM TEXAS MODEL



ABOUT TEAM TEXAS

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

MISSION

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

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.

CORE VALUES

Team Texas operates with six core values at its foundation:

- **Team** - We work as one team to promote Texas.
- **Hospitality** - We are ambassadors of Texas' hospitable reputation.
- **Excellence** - We are committed to operating at a high level of professionalism.
- **Accountability** - We are good stewards of the investments made by our members.
- **Communication** - We communicate in a comprehensive and timely manner.
- **Customer Service** - We prioritize world-class customer service for our members.

STRATEGIC PLAN

Team Texas works towards its mission of increased opportunities for new jobs, increased investment, and economic diversification by working within its two strategic catalysts:

- Lead Generation through Contact Creation
- National & Global Promotion

OUR MARKETING 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 Go Big in Texas 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.

OUTBOUND MARKETING

Tradeshaw 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. (June 26-29)

Texas Party Under the Stars event is an add on to SelectUSA. To participate, you must attend the correlating show.

VIP Marketing Mission - New York (May 17th)

The 2022 VIP Marketing Mission will be held in conjunction with the New York Road Show. Team Texas will host site consultants and key industry contacts at a major/professional sporting event.

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. Participation is based on first-come-first serve basis.*

IN-BOUND MARKETING

Team Texas Economic Summit

Once again, Team Texas will partner with Consultant Connect to host an exclusive member-only summit. The Team Texas Economic 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, at a minimum, the conference programming as a part of their membership **at no extra cost**. Similar events around the country may cost attendees up to \$2,000 to participate, making this Team Texas' most anticipated annual event.

2022 Economic 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

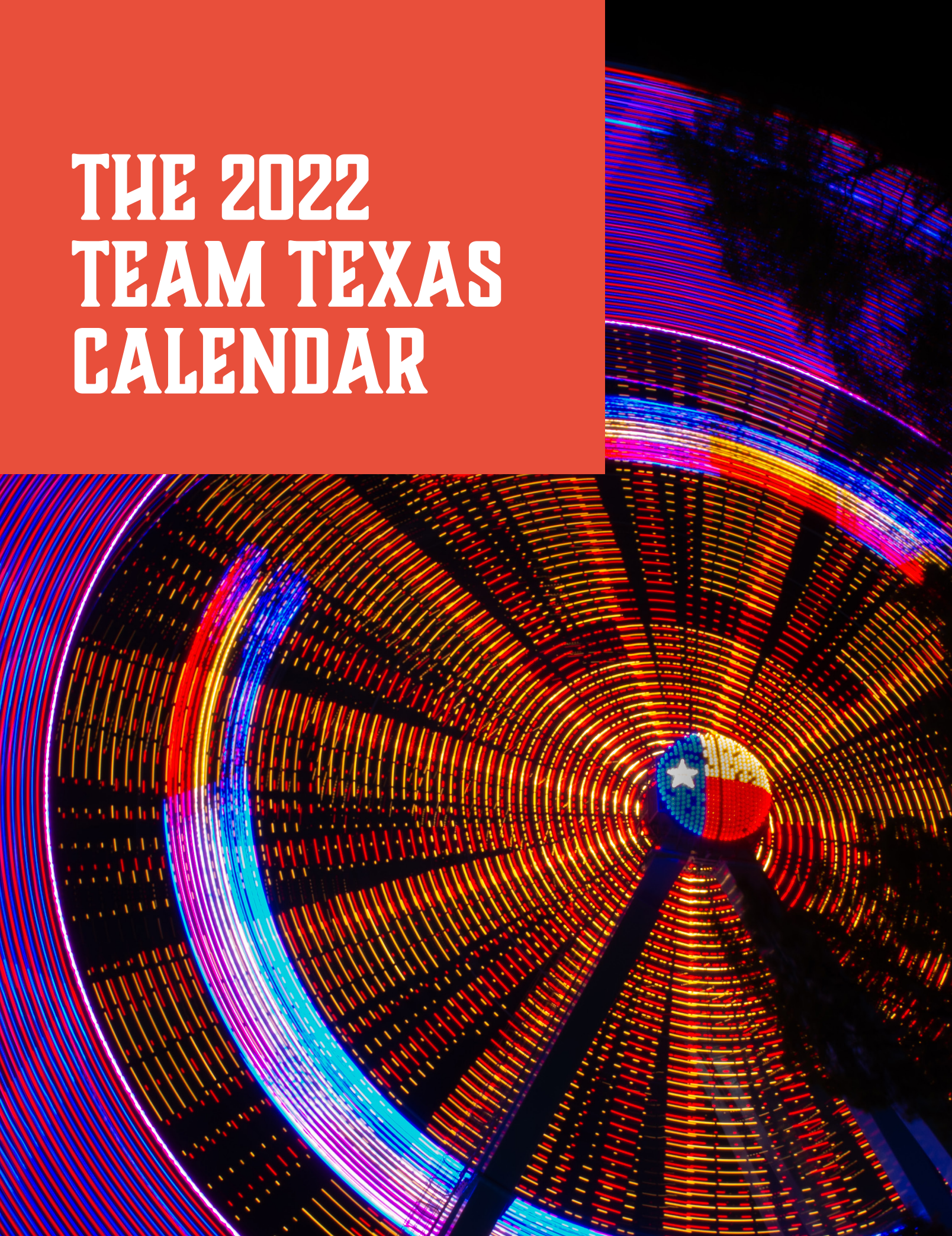
Team Texas will use web analytics to determine who is exploring Texas options and will work to qualify and then distribute those contacts to qualifying members.

STRATEGIC BRAND ALIGNMENT

Sponsorships

One way to raise our brand's visibility is through strategic sponsorships, in which 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 2022.

THE 2022 TEAM TEXAS CALENDAR



2022 TEAM TEXAS CALENDAR AT A GLANCE

DATES	WHAT	WHERE	ACTIVITY	REGISTRATION
Feb 28 - March 2	Road Show	Southern California	Road Show*	\$1,500
April 11 - 13	MD&M West	Anaheim, CA	Tradeshow Exhibitor	\$1,500
April 26 - 28	MRO Americas	Dallas, TX	Tradeshow Exhibitor	\$1,500
April 30 - May 4	IAMC Spring Forum	Fort Lauderdale, FL	Sponsorship	N/A
May 11 - 12	Road Show	Atlanta, GA	Road Show*	\$1,500
June 26 - 29	SelectUSA Summit	Washington, DC	Sponsorship	N/A
June 26 - 29	SelectUSA Summit	Washington, DC	Tradeshow Exhibitor	\$1,500
June 26 - 29	Party Under the Stars	Washington, DC	Hospitality Event	\$1,000
June 22 - 24	TEDC Mid-Year Conference	Corpus Christi, TX	Hospitality Event	N/A
July 17	New York Hospitality Event	New York, NY	Hospitality Event	\$1,000
July 18 - 19	Road Show	New York, NY	Road Show*	\$1,500
Aug (last week)	Texas Economic Summit	TBD	Member-Consultant Event	Basic Entry Included
Sept 12 - 17	IMTS	Chicago, IL	Tradeshow Exhibitor	\$1,500
Oct 12 - 13	Road Show	Chicago, IL	Road Show*	\$1,500
Oct 22 - 26	IAMC Fall Forum	Detroit, MI	Sponsorship	N/A
November 8 - 10	FABTECH	Atlanta, GA	Tradeshow Exhibitor	\$1,500

**Indicates Events Prioritized to Platinum, Gold, and Bronze Members.*

2022 MEMBERSHIP LEVELS



General Membership - \$3,000 (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 our marketing materials
- Complimentary invitation for member to annual VIP Membership event (Economic Summit - Value of \$1,500)

TEAM TEXAS PLAYER LEVELS

Bronze Membership - \$8,000

- Five (5) registrations to Team Texas events valued at \$1,500 each - This includes Road Shows and Tradeshow
- One (1) registrations to Team Texas events valued at \$1,000 each - This includes the Party Under the Stars for 2022
- Option to participate in ALL Team Texas events throughout the year

Gold Membership - \$15,500

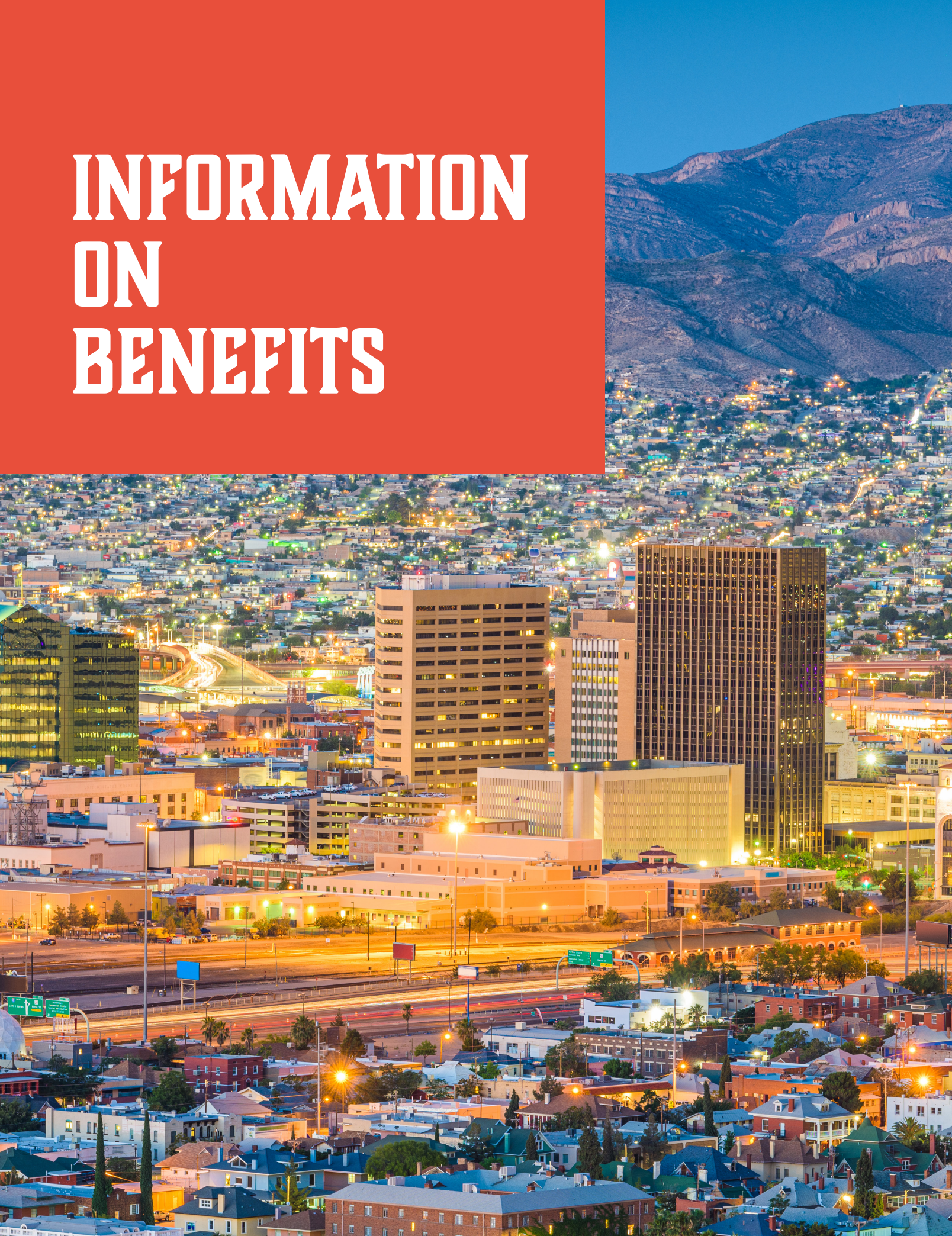
- Eight (8) registrations to Team Texas events valued at \$1,500 each - This includes Road Shows and Tradeshow
- Two (2) registrations to Team Texas events valued at \$1,000 each - This includes the Party Under the Stars for 2022
- Option to participate in ALL Team Texas events throughout the year
- Access to all contacts generated through digital lead generation
- Organization name recognition on annual Team Texas member signage
- Support with setting up to two (2) meetings per year during industry events at which Team Texas is not participating (Value of \$2,490)

Platinum Membership - \$28,000

- **Access to all contacts generated through Team Texas events and digital lead generation**
- Fifteen (15) registrations to Team Texas events valued up to \$1,500 each - This includes Road Shows and Tradeshow
- Two (2) registrations to Team Texas events valued up to \$1,000 each This includes the Party Under the Stars for 2022
- Organization logo recognition on annual Team Texas member signage
- Support with setting up to three (3) meetings during industry events at which Team Texas is not participating during the year (Value of \$3,735)
- Option to participate in ALL Team Texas events throughout the year
- Priority access to all Team Texas events

**Beginning in 2023 all regional groups will be required to participate at the bronze level or higher.*

INFORMATION ON BENEFITS



INFORMATION ON BENEFITS

Team Texas Website Listing

All Team Texas Members will be included in a custom interactive map and will be listed with a hyperlink to their website on the dedicated member page of GoTeamTexas.com.

E-Newsletter

All Team Texas Members will receive a quarterly e-newsletter with updates and important announcements.

Relocation / Expansion News Alerts

Team Texas will push out news alert emails to our industry network. It is incumbent on the Members to get their press releases about relocations and expansions to Team Texas staff. Please insure **info@goteamtxas.com** is on all press lists.

Social Media Engagement

Team Texas Members will receive engagement from Team Texas on social media platforms.

Key Industry Guides

Team Texas will produce industry guides, which will be hosted on the website, www.goteamtxas.com.

The following Key Industries have been identified as our highlights for 2022:

- Aerospace & Aviation
- Agriculture & Food Business
- Automotive
- Bio-Technology & Medical Supply
- Corporate Headquarters & Offices
- Energy
- IT & Cybersecurity
- Manufacturing/Advanced Manufacturing
- Supply Chain & Logistics

Event Registrations

General Members have the option to participate in events throughout the year on a pay-as-you-go basis; registration deadlines and restrictions will apply. Members with event credits may use their available credit to participate in Team Texas events. Credits may not be combined for sponsorships or additional registration fees and must be used by December 31, 2022.

Sponsorship Opportunities

Team Texas Members will have the option to gain extra promotion as event sponsors. Benefits, costs and deadlines are specific to each event and detailed in the expanded event information.

Team Texas Annual Signage

Team Texas will have a sign that travels all year. The sign will be on display at hospitality events and other events throughout the year.

Company Meeting Setting Support

For qualifying members, Team Texas will be able to help set the correlating number of company meetings at an event where Team Texas is not present. For example, if your organization goes to a trade show that Team Texas is not attending, with two months' notice, Team Texas will help set your specific number of company meetings. The member is required to take notes during the meetings that will be distributed to all Platinum Members.

Travel Arrangements

Team Texas Members are responsible for all travel arrangements separate from any participation fees. Team Texas does not reserve room blocks.

READY TO JOIN TEAM TEXAS?

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

GoTeamTexas.com/Join-Team-Texas

info@goteamtexas.com

512.480.8432



**ARE YOU READY TO
GO TEAM TEXAS?**



GoTeamTexas.com