

# TEAM TEXAS

**2025**

**PLAYBOOK**

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.



A longhorn cow with white and brown speckled fur and long, curved horns stands in a lush green field. In the background, there are rolling hills and mountains under a clear sky. The text 'BIG. BOLD. TEXAS.' is overlaid on the right side of the image in a large, bold, blue serif font. A thick red horizontal line is positioned below the word 'TEXAS.'

# 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

On behalf of the Team Texas Advisory Council, I am excited to present the 2025 Team Texas Playbook. Your advisory council, in collaboration with your feedback, has developed a program of work to provide valuable marketing opportunities for all members. In 2025, Team Texas is expanding our reach through the addition of new trade show exhibitions and specially cultivated road shows to targeted markets based on member response.

As economic developers representing a range of communities as diverse as our Lone Star landscape, it is crucial that we continue our collective work to proactively build project pipelines and promote the big bold opportunity of doing business in Texas. We are our strongest together – leveraging our strengths in the established spirit of comradery is the foundation of Texas' economic development success and increases the prosperity of each of our communities. We invite you to join us in 2025 as we create opportunities for job creation and investment in our great State of Texas.

Team Texas represents you, our dedicated members. I welcome you to reach out to me or any Advisory Council member with questions or for support. We value and invite your feedback and insights and look forward to another successful year working alongside you.

Thank you for your continued support of Team Texas, we have an exciting year ahead!

#GoTeamTexas

A handwritten signature in black ink that reads "Heather J. Ledbetter". The signature is fluid and cursive, with the first name being the most prominent.

Heather J. Ledbetter  
2025 Team Texas Advisory Council Chair



# 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 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.

## 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



# 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.

#### Consultant Reception – Atlanta, GA

Consultant reception is an add on to MRO Americas. To participate, you must attend the correlating show.

- 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.

#### Hospitality Event – Phoenix, AZ

Hospitality event is an add on to SEMICON. To participate, you must attend the correlating 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. 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 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.

2025 Consultant Summit

Location: To Be Announced

Dates: the Consultant 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.





# 2025 CALENDAR OF EVENTS

DATES	WHAT	WHERE	ACTIVITY	REGISTRATION
February 4-6	MD&M West	Anaheim, CA	Trade Show Exhibitor	\$1,500
February 25-26	SelectUSA Mexico	Mexico City, MX	Trade Show Exhibitor^^	\$1,500
March 4-5	Road Show	East IN/West OH	Road Show*	\$2,500
March 31-April 4	Hannover Messe/Germany Road Show	Hannover, Germany	Trade Show / Road Show	\$8,750**
April 8-10	MRO Americas	Atlanta, GA	Trade Show Exhibitor	\$1,500
April 9	Consultant Reception	Atlanta, GA	Hospitality Event	\$0~
May 11-14	SelectUSA	Washington, DC	Trade Show Exhibitor	\$1,500 + \$1,290**
May 13	Party Under the Stars	Washington, DC	Hospitality Event	\$1,000
June 18-20	Road Show	Boston, MA	Road Show*	\$2,500
August 6-7	Road Show	Chicago, IL	Road Show*	\$2,500
August 26-27	Texas Consultant Summit	Waco, TX	Member-Consultant Event	Basic Entry Included
Sept 8-11	FABTECH	Chicago, IL	Trade Show Exhibitor	\$1,500
October 7-9	SEMICON West	Phoenix, AZ	Trade Show Exhibitor	\$1,500
October 8	SEMICON Hospitality Event	Phoenix, AZ	Hospitality Event	\$0~
November 12-13	Gold & Platinum Road Show	TBD^	Road Show***	\$2,500
November 18-19	Small Town Road Show	TBD^	Road Show****	\$2,500

\*Indicates events prioritized to Platinum, Gold, and Bronze Members

\*\*Not included in any Team Texas Membership (to be paid separately to TBIC or SelectUSA)

\*\*\*Gold & Platinum Members Only

\*\*\*\*Member communities with populations 50,000 and below

^ Location will be determined by participating members

^^Limited spaces available; sign-up is first-come first-serve once registration opens

~Must be participating with Team Texas in corresponding trade show to attend



# 2025 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 \$2,000)



Economic Summit 2025



# 2025 TEAM TEXAS PLAYER LEVELS

(SUBSTITUTIONS FOR PLAYER LEVEL BENEFITS WILL BE CONSIDERED ON A CASE BY CASE BASIS)

## PLATINUM MEMBERSHIP

**\$28,000**

- Access to all contacts generated through Team Texas events and digital lead generation
- Four (4) registration 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 including the Party Under the Stars for 2025
- One registration to the Consultant Summit plus one additional registration (\$4,000)
- 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
- All general membership benefits

## GOLD MEMBERSHIP

**\$15,500**

- Two (2) registration 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 - this includes the Party Under the Stars for 2025
- 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
- All general membership benefits

## 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 -this includes the Party Under the Stars for 2025
- Option to participate in ALL Team Texas events throughout the year
- All general membership benefits

# READY TO JOIN TEAM TEXAS?

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

[GoTeamTexas.com/Join-Team-Texas](http://GoTeamTexas.com/Join-Team-Texas)

[info@goteamtexas.com](mailto:info@goteamtexas.com)



**TELEPHONE**

512.480.8432



**WEBSITE**

[www.goteamtexas.com](http://www.goteamtexas.com)