
TEXAS
YTEXAS PROGRAM
2026-27
YTEXAS.COM
THE BUSINESS NETWORK FOR COMPANIES BUILDING IN TEXAS

WELCOME

WELCOME TO YTEXAS

YTexas is a community and marketplace for companies, academia, and government to forge working relationships with peers across the state.

We provide a curated experience for our partners and sponsors, focusing on targeted networking through a personal concierge model. Our mission and purpose is to build a stronger, more connected Texas.

2,000+

Join 2,000+ Texas professionals for a year-long program to fully immerse your organization into the massive Texas ecosystem.

SINCE 2013

OUR HISTORY

2013

Launched

Launch at NYLO Hotel in Dallas with Dallas Mavericks and 50 corporate partners

2014

Advisory Board

Inaugural Rēlo Awards held in San Antonio with Governor Rick Perry's Small Business Initiative

2018

Expansion

Entered the Houston and Fort Worth markets hosting events with WeWork and Hillwood

2020

Digital media

Launched the CEO Insider Podcast and began our digital marketing campaign

2022-24

Dallas Cowboys

Launched the YTexas Summit at AT&T Stadium with over 500 corporate partners

2025-27

Texas A&M

Launched the YTexas Regional Roadshow

DEC 1-3 · TEXAS A&M UNIVERSITY

YTEXAS 2026

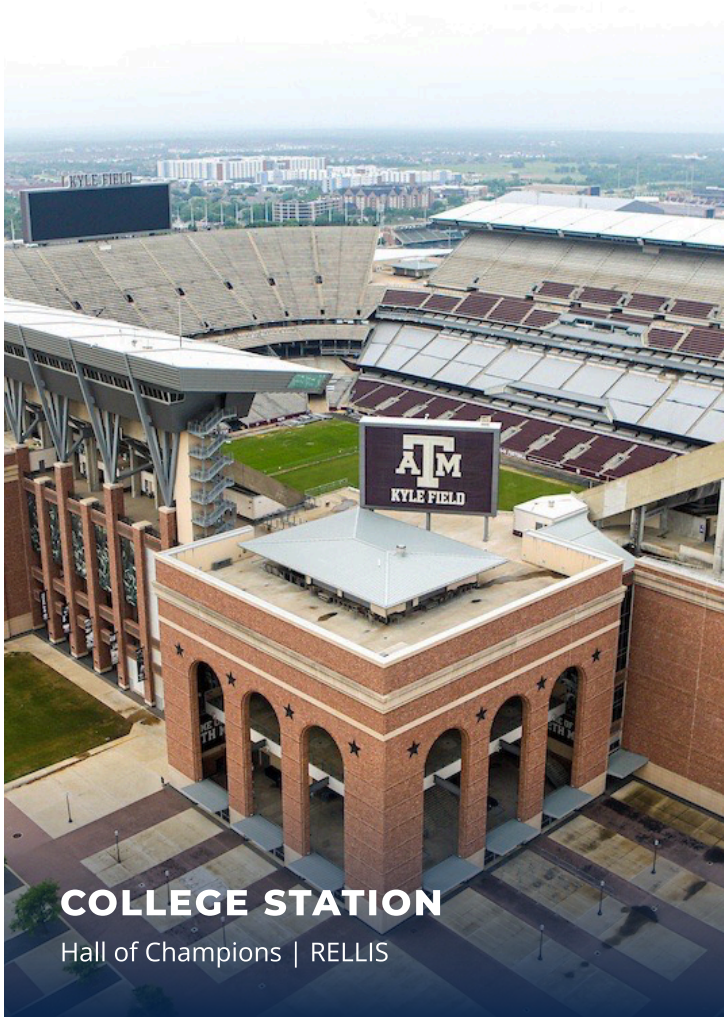
YTexas 2026 is the only event that brings the entire Texas business community together to stimulate business growth – breaking down regional barriers to accelerate business exchange in the Lone Star state. This 3-day event connects innovation occurring in all regions - showcasing the brightest minds, biggest brands, and pro-business culture in the great state of Texas!

$10,000
(25) Presentations

$7,500
(40) Exhibit booths

Present your innovation on the main stage or host an event activation. Examples include:

- Keynote Presentations for the Fortune 500
- New funding launches for Start-ups
- Branding for Economic Development Orgs
- Sponsored content for Service Providers
- Leadership Academy for Students
- Product launches for the Middle Market
- Regional spotlights for Mayors & Cities
- Employer partnerships for Colleges
- Access to donors for Non-profits
- Peer-to-peer networking for Executives



WHAT SPONSORS DO

YTEXAS EXPERIENCES



NETWORKING

The Annual & Regional events will have exclusive networking experiences such as:

- Industry roundtables
- Landmark locations
- Mayors reception
- Private meeting space
- Cocktails and appetizers

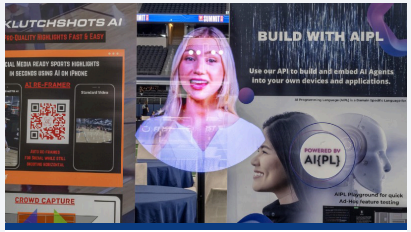
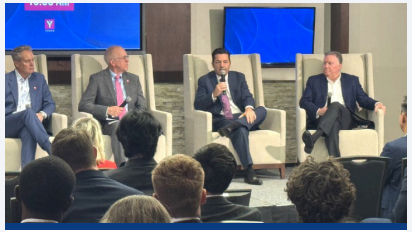


EXHIBIT SHOWCASES

Branding sponsorships include event exhibits, podcast interviews and cocktail receptions

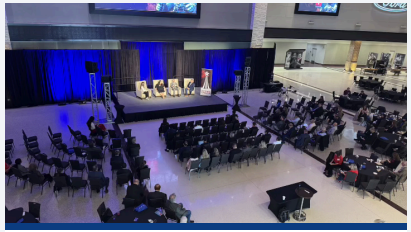
- Product demonstrations
- Innovation pitches
- Video podcast interviews
- YTexas.com/webpage
- Expert opinion posts



ROUNDTABLES

Sponsor an interactive discussion with industry experts presenting topics such as:

- Industry trends
- Workforce development
- Product Innovation
- Texas Legislation
- Regional projects



PRESENTATIONS

Present your innovation on the main stage or host an event activation. Examples include:

- Solutions to better Texas
- New products/inventions
- Sponsored contests
- F&B branding sponsor
- RELLIS guided tours

2026-27

SPONSORSHIP LEVELS

MARKET LEADER
$15,000
ENTERPRISE BUNDLE

Get your brand maximum visibility across the YTexas 2026 3-day event. (savings of $2,500).

The Stage: Sponsor of a curated panel presentation at YTexas 2026

The Floor: Host a premium 10’ x 10’ exhibit booth at YTexas 2026

The Digital Reach: Dedicated social media marketing package

The VIP Access: 3 VIP passes to the Rēlo Awards Ceremony, Day 0 at RELLIS, and all 2027 regional events.

REGIONAL CHAMPION
$25,000
ANNUAL PARTNERSHIP

Own your presence across 2027 regional events, lead the content conversation, and YTexas 2026.

Active Window: 12 months from signature date.

YTexas 2026: Presentation + 10’ x 10’ booth + 5 All-access VIP passes (includes RELLIS Tour & Rēlo Awards)

2027 Regional Events: Premium 10’x10’ exhibit space + 4 VIP passes for all 2027 regional events

Ecosystem Perk: 12 months of active digital branding on the YTexas platform.

STATE LEADER
$50,000
ANNUAL SPONSORSHIP

Become the defining partner of YTexas - on stage, on the floor, and at the table from 2026-2027.

Active Window: 12 months from signature date.

YTexas 2026: Presentation + 10’ x 20’ booth + 10 All-access VIP passes (includes Day 0 + Rēlo Awards table of 10)

2027 Regional Events: Presentation Title Sponsorship + 10 VIP passes for all 2027 regional events

Ecosystem Perk: Year-round digital alignment and priority speaking roles at events.

2024 YTEXAS SUMMIT - OCT 1 AT AT&T STADIUM | ARLINGTON, TX

COMMUNITY HIGHLIGHTS

Event Statistics

3,000 executive attendees	**500** high-growth companies	**10** Focused industry sectors
150 produced interviews/discussions	**100** Innovation presentations	**25** Institutions of Higher Education

Our Network



Enterprise | Start-ups | Middle Market

Academia · Government · Students: 10% each



Norman Garza, Jr.

Executive Director, Texas Space Commission

WHO TAKES PART

YTEXAS PARTICIPANTS

NVIDIA

SPACEX

ORACLE

intel

AT&T

Goldman Sachs

Raytheon
An RTX Business

NYSE
NYSE TEXAS

FIREFLY
AEROSPACE

U.S. ARMY
FROM VISION TO VICTORY

DALLAS COLLEGE

PCSI
All Abilities, One Mission

Greater Brownsville Incentives Corporation

YMCA
TEXAS

THE ROAD SHOW

2027 REGIONAL EVENTS

In 2027, we will host 3 regional events convening executives, founders, mayors, and university presidents. The road-show of events will dive deep into the micro-economies driving Texas' growth. YTexas is providing a platform to expose brands across the state, positioning our members and sponsors as leaders, connectors and innovators in the Lone Star state.



Houston March 4 - 2027



Dallas June 10 - 2027



Austin October 20 - 2027

The Stage: Regional events will feature (12) sponsored and curated panel presentations

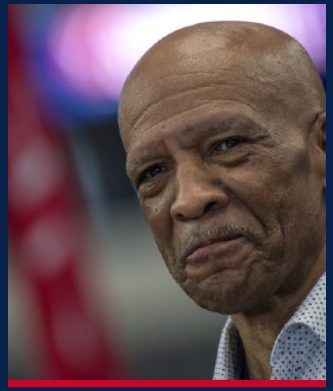
The Floor: Regional events will feature (20) premium 10' x 10' exhibit booths

The Digital Reach: Dedicated social media marketing packages

The VIP Access: VIP or Team passes available.

ON THE YTEXAS STAGE

PAST & PRESENT KEYNOTE SPEAKERS



Drew Pearson
Super Bowl Champion



Norman Garza
Texas Space Commissioner



Marc Spieler
NVIDIA



Troy Aikman
Eight Brewing



John Cowen
Mayor of Brownsville



Dennis Quaid
Actor



Elizabeth Cassarino
Bloomberg



Bryan Daniel
NYSE Texas



Melissa Arnoldi
AT&T

SIX CONVERSATIONS

YTEXAS COVERAGE & CONTENT

WHY TEXAS?

Texas is the fastest growing state in the nation. What industries are leading and who is coming?

- NYSE Texas
- Site Selection Magazine
- PCSI

POWERING TEXAS

Population growth and corporate migration are driving energy demands. Who is innovating and how will we power Texas?

- TX Alliance of Energy Producers
- ERCOT
- Tesla

AI/TECHNOLOGY · MANUFACTURING

Texas is a manufacturing powerhouse and center for innovation. How will technology, AI, energy, and data play a role in our future?

- NVIDIA / Oracle / Intel
- Lone Star College & Texas A&M
- NXP Semiconductors

HEALTHCARE

Texas has a world-class health services, research and innovation ecosystem. How do we grow our talent base and serve the world?

- Texas Medical Center
- Houston Community College
- FUJIFILM Biotechnologies

SPACE / LOGISTICS / EXPORTS

Texas is leading in the commercialization of space and autonomous transportation. Why is this key as the leading export state in the U.S.

- Texas Space Commission
- City of Brownsville
- SpaceX

SPORTS & ENTERTAINMENT

Texas is attracting major events, productions, and talent, making sports & entertainment a major contributor to economic development.

- Dallas Cowboys
- Sports & Film Commissions
- World Cup Host Committee



YTEXAS PHILANTHROPY

YTEXAS LEADERSHIP ACADEMY

501c3 · YTXLA.org

We assist Texas students with the networking skills needed to launch a business or career in Texas.

STUDENTS WILL TRAVEL THE STATE AND JOIN US ON OUR TEXAS ROAD SHOW

College Station | Dallas | Bastrop
Brownsville | Ft. Worth | Houston

COMMUNITIES FOUNDATION of TEXAS

10,000+ PROFESSIONALS

YTEXAS PROMOTION

Profile your company to over 10,000 professionals in the YTexas network. Meet in-person with peers across Texas, and stay up to date on events and news!

Follow YTexas on social media as we actively promote Texas companies and educational institutions assisting and attracting investment in Texas.

YTEXAS COMMUNITY

Over 1,500 executives active on the YTexas app representing businesses, trade associations, universities, state commissions and agencies

Monthly Texas Insider email and “Road to the Summit” news distributed to over 10,000 professionals in Texas

Content & video interviews distributed across multiple platforms. LinkedIn impressions of over 500k in 2026

Annual Texas Economic Outlook Report: For CEOs by CEOs in Q4









DOWNLOAD OUR NEW APP

Available on the App Store

Get it on Google play

YTEXAS MEMBERSHIP

For executives who want to grow their presence in Texas and are looking to build visibility with decision makers.

Members receive the following benefits:

- VIP pass to all 2026-27 YTexas events
- Corporate profile on YTexas app
- YTexas Insider monthly updates
- Contributor to YTexas Next Decade campaign
- YTexas commemorative pin

ANNUAL MEMBERSHIPS

EXECUTIVE - $500

CORPORATE - $2,500

GET IN TOUCH

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