



**TEXAS
BUSINESS
EDUCATION
ALLIANCE**

Powered by the North Texas Commission

PROPOSAL

VISIT: NTC-DFW.ORG/TBEA

PURPOSE

Goal: Elevate the visibility, economic value, and legislative and community support for public education in Texas through data, storytelling, and coordinated advocacy.



Legislative & Policy Engagement

State and Federal Engagement

- Host policy roundtables with legislators, superintendents, business leaders, and workforce partners.
- Provide briefing packets with district-specific data showing the impact on the district. Data provided by various superintendents.
- Share findings with statewide partners to amplify the message.

Business Engagement

- Create a Business Leader Toolkit with:
 - Executive summary of findings and goals.
 - Social media templates and talking points.
 - Sample messaging supporting public education investment.
 - Present findings at regional events as identified by the organization.



Community and Business Engagement

- Partner with Businesses to set agenda, add voices, and drive continued investment in our public schools.
- Participate and host appropriate events with legislators and business advocates.
- Provide branded collateral such as brochures, infographics, and banners as needed for messaging.



Multi-Channel Communications Campaign

- Social media: Branded campaign highlighting the 'Texas Public Education Advantage'.
- Earned Media: Op-Eds, Letters to the Editor, and feature stories.
- Events: Host policy discussions with members, launch events with members and legislators, as well as speak at appropriate events and to legislators.



PARTNER LEVEL

\$20,000 Annual Investment

As a \$20,000 Partner, your organization will play a leading role in safeguarding and strengthening public education in Texas, ensuring a future-ready workforce and thriving communities.

Exclusive Benefits		
Policy & Advocacy Access	Brand Visibility	Thought Leadership
<ul style="list-style-type: none">• Seat at quarterly Public Education Alliance strategy roundtables.• Early access to Economic Impact Study data.• Inclusion in select delegation visits to Austin and Washington, D.C.	<ul style="list-style-type: none">• Prominent logo placement on all collateral and website.• Recognition in press releases and social media campaigns.• Option to co-brand statewide education advocacy materials.	<ul style="list-style-type: none">• Opportunity to host legislators.• Speaking opportunities at Alliance events.• Input into legislative priorities.• Participate in policy discussions and at advocacy events with elected leaders.

Your \$20,000 Membership Supports:

- Statewide advocacy campaigns promoting public education.
- Creation and distribution of data-driven policy resources.
- Public events and media outreach to build community and legislative support.

JOIN

Be part of the coalition of business and civic leaders investing in Texas' greatest asset—its students. Together, we can secure a prosperous, equitable future for our communities and economy. Visit www.ntc-dfw.org/tbea to learn more about joining or contact tbea@ntc-dfw.org.



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