

May 24-25th, 2010 | San Marcos, Texas



 **TEXAS  
RURAL  
CHALLENGE**





Dear Rural Supporter,

On May 24-25, 2010, the Institute for Economic Development Rural Business Program, located at the University of Texas at San Antonio, will host the Texas Rural Challenge conference in San Marcos, Texas. The event will attract over 400 rural business and community leaders interested in rural economic development best practices. In addition, a large number of state and federal agencies will be hosting and participating in the event.

As a valued supporter of rural communities, I would like to invite you to participate as a sponsor of the Texas Rural Challenge. Your sponsorship will provide an excellent venue to show your support for rural Texas communities as well as market your services. I have attached a conference brochure that has a description of the available sponsorship benefits for you to review.

Please let me know if you have any questions. We are excited about your support for the conference as it is the largest statewide conference that strictly focuses on rural community development in 2010. I have a summary of the Texas Rural Challenge at the bottom of this letter and for more information please visit our website at: <http://rbp.txsbdc.org>.

Sincerely yours,

Gil Gonzalez  
Director

**Conference Title:** Texas Rural Challenge 2010

**Event Background:** The Texas Rural Challenge Conference is a state-wide rural focused event that will provide rural leaders with tools for securing funding in these critical times, creating jobs and improving quality of life in rural communities throughout the state.

**Organizers/Supporters:** Office of the Governor, UTSA Rural Business Program, Texas Economic Development Council, Texas Department of Agriculture, USDA Rural Development, U.S. Department of Treasury

**Date:** May 24th-25th

**Location:** Embassy Suites San Marcos

**Audience:** 400 Rural Texas Community / Business Leaders

**Cost for Attendees:** \$125

## Hosts





The [Texas Rural Challenge](#) will provide rural leaders with the tools they need to secure funding, create jobs, and improve the quality of life in rural communities. The conference will pair programs and rural leaders that have utilized them to create success in rural communities. Leaders attending the conference will leave with tools and knowledge to improve their communities.

## Agenda (abbreviated)

### May 24

9:00 am - Registration and Coffee

10:00 am - Welcome and Remarks "Rural Texas Today"

11:00 am - Workshop Sessions

- Community Planning Tools: Vision Creation and Community Planning
- Community Research Tools: Community Assessment and Analysis
- Infrastructure Development and Planning in Rural Communities
- Capacity Building: Develop Community Leadership
- Creating New Markets for Small Business: Economic Gardening
- Community and Entrepreneurial Development
- Bringing Broadband to Rural Texas
- The Regional Approach with Texas Councils of Governments

1:00 pm - Keynote Luncheon: Rural Development from the USDA

2:00 pm - Workshop Sessions (Repeat Workshop Sessions)

4:00 pm - Success Stories

5:00 pm - Recess

### May 25

8:00 am - Breakfast

8:30 am - Keynote: Entrepreneurship - Future of Texas Rural Communities

9:30 am - USDA, TDA, TDRA: Programs Overview for Rural Leaders

10:30 am - US Treasury CDFI Director: Capital Access

11:45 am - Rural Focused CDFI Panel: Alternative Funding for Communities

12:30 pm - Keynote Speaker: The Rural Challenge for Texas

1:30 pm - Adjournment

## Date, Time & Location

May 24–25, 2010

Embassy Suites San Marcos

1001 McCarty Lane

San Marcos, TX 78666

## Registration

RSVP online at

[www.texasedc.org/node/494](http://www.texasedc.org/node/494)

## Event & Sponsorship Information

e-mail: [gilbert.gonzalez@utsa.edu](mailto:gilbert.gonzalez@utsa.edu)

phone: 210.458.2877

web: [rbp.txsbdc.org](http://rbp.txsbdc.org)

## Planning Committee

Alex Meade, P3 Economics

Amy Swank, TEDC

Billy Curb, USDA

Bobby Gierisch, Texas Rural Innovators

Brian Daniel, Ag Workers

Charlie Stone, TDRA

FC Caranikas, Texas State SBDC

Grady Griffin, TWC

Larry Lucero, Texas State SBDC

Larry Ruggiano, Office of the Governor

Peggy Hodges, ASU SBDC

Penny Redington, TARC

Rick Rhodes, TDA

## Hosts





## Sponsorship Levels & Benefits

	Title \$3000	Platinum \$1500	Gold \$750	Exhibit Table \$350
One 6-foot exhibit table for marketing materials	✓	✓	✓	✓
Passes for the full-day conference	4	4	2	2
Special mention from Podium	✓	✓	✓	
Logo, url and hyperlink on all marketing pieces	✓	✓	✓	
Logo recognition in event program	✓	✓	✓	
Company logo with link to company's website on conference website	✓	✓		
Opportunity to hang a company banner at event	✓			
Company brochure included in conference materials	✓			
List of conference attendees	✓			

## Sponsorship Opportunities

- |                         |   |
|-------------------------|---|
| <b>Title Sponsor</b>    | <input type="checkbox"/> <b>\$3,000</b> |
| <b>Platinum Sponsor</b> | <input type="checkbox"/> <b>\$1,500</b> |
| <b>Gold Sponsor</b>     | <input type="checkbox"/> <b>\$750</b>   |
| <b>Exhibit Table</b>    | <input type="checkbox"/> <b>\$350</b>   |

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1001 McCarty Lane  
San Marcos, TX 78666

## Payment Information

Name:	Company:
Telephone:	Fax:
Total Cost: _____	Payment Method: <input type="checkbox"/> Cash <input type="checkbox"/> Check*
Billing Address:	
Signature:	

\*Please make checks payable to: UTSA Rural Business Program.

Please complete and return via: **MAIL:** Attn: Gil Gonzalez, Rural Business Program, 501 W. Durango Blvd., San Antonio, Texas 78207; **FAX:** 210.458.2425; or **CALL:** 210.458.2877. For more information please contact Gil Gonzalez at 210.458.2877.



## CONFERENCE ORGANIZERS

