



Leading the  
**Lone Star State:**  
Texas Women in Public Service Summit

# 2024 Summit Sponsorship Packet



TEXAS WOMAN'S UNIVERSITY

JANE NELSON INSTITUTE  
for WOMEN'S LEADERSHIP

OCTOBER **17**<sup>th</sup>  
**2024**

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*2024 Focus - Ethical Responsibility in  
Governance and Public Service*





TEXAS WOMAN'S UNIVERSITY

JANE NELSON INSTITUTE  
for WOMEN'S LEADERSHIP



**The Jane Nelson Institute for Women's Leadership is dedicated to preparing more women to take on successful roles in business and public service.**

Its three specialized centers—Center for Student Leadership, Center for Women Entrepreneurs and Center for Women in Government - ensure women have the education to establish careers as successful executives, the skills for building entrepreneurial businesses and the framework needed to run for public office.

The Institute and its Centers provide multiple platforms for women to advance their leadership skills and experience through education, mentoring and networking.

The Institute is also home to the Sue S. Bancroft Women's Leadership Hall. The Hall is located on TWU's Denton campus and offers interactive exhibits showcasing the contributions and leadership legacy of Texas women in politics and public policy. It is one of the first such spaces in Texas and among the first in the U.S.

## Leading the Lone Star State: Texas Women in Public Service Summit

This is a dynamic one-day conference designed to unite women from various backgrounds in public administration, elected office, and government service. This summit fosters an empowering environment where women can explore and develop their careers in public service, elected positions, appointed roles, and advocacy, while also building valuable networks.

This year's event highlights the critical importance of building public trust in government through ethical practices. Engaging sessions and discussions will provide attendees with insights on managing ethical dilemmas, effective crisis communication, and promoting ethical engagement.

Topics will cover ethical leadership, adherence to a code of ethics, recovering from ethical breaches while maintaining public trust, and the crucial role of journalism in Texas government.

**Join us as we equip and empower women within the public sector to serve as catalysts for positive change and advancement, propelling Texas toward a future characterized by ethical governance and inclusive leadership.**





# Sponsorship Levels

## Presenting Sponsor: \$20,000

- Exclusive naming rights as the lead sponsor
- 2 tables for 16 VIP guests (premier seating)
- Logo placement prominent on all promotional materials, social media, full page ad placement in program, and day-of recognition
- Recognition in all event communications
- Prime exhibit location space
- Branded promotional materials on tables
- Speaking opportunities during the opening
- VIP Access to green room with refreshments

## Diamond Sponsor: \$15,000

- 2 tables for 16 guests (premier seating)
- Logo placement prominent on all promotional materials, social media, half page ad placement in program, and day-of recognition
- Recognition in all event communications
- Prime exhibit location space
- Branded promotional materials in attendee bags
- Speaking opportunities at specific panels or sessions

## Platinum Sponsor: \$10,000

- 2 tables for 16 guests
- High visibility logo placement on social media, in program, on table, and day-of recognition
- Recognition in press releases and social media
- Exhibit space
- Branded promotional materials in attendee bags

## Gold Sponsor: \$5,000

- 1 table for 8 guests
- Select logo placement on social media, in program, on table, and day-of recognition
- Recognition in social media posts
- Exhibit space

## Silver Sponsor: \$1,500

- 1 table for 8 guests
- Logo placement in program, on table, and day-of recognition

# Become a sponsor

Interested in becoming a sponsor for the 2024 Leading the Lone Star State: Texas Women in Public Service Summit? Please reach out to Wandaliz Turner, Director of Development for the Jane Nelson Institute for Women's Leadership at [wturner3@twu.edu](mailto:wturner3@twu.edu) or (940) 898-4584.



For more information, please scan the QR code or [click here](#).



## Erin Brockovich

2024 Keynote Speaker  
Erin Brockovich is an environmental activist, consumer advocate, New York Times Bestselling Author, President of Brockovich Research & Consulting, and the inspiration for Academy Award-Winning film 'Erin Brockovich'.

# 2024 Featured Speakers



## Sonal Shah

CEO of The Texas Tribune

Sonal Shah has started and led social impact efforts in academia, government, and the private and philanthropic sectors for over 25 years.



## Katrice Hardy

Executive Editor of The Dallas Morning News

Hardy believes a news organization's role is to shine light on those making a difference in local communities and to uncover the problems, ills, misuses and abuses to help make positive change.



## The Honorable Alia Moses

Chief U.S. District Judge

On November 18, 2022, The Honorable Alia Moses became the first female Chief District Judge of the Western District of Texas.



## Krys Boyd

Host & Managing Editor of Think on KERA

Boyd has been in her role at Think since 2006. To date, Think can be heard on more than 200 stations across the country.



## Betsy Price

Former Mayor of Fort Worth

Betsy Price, a Fort Worth native, was elected in 2011 as the 44th mayor of the City of Fort Worth.

**To view more of our 2024 confirmed speakers, please visit**

[twu.edu/leading-the-lone-star-state/about-our-speakers](https://twu.edu/leading-the-lone-star-state/about-our-speakers)

# 2024 Preliminary Schedule

	Time
<b>Check-In and Registration</b>	7:00-8:15 a.m.
<b>Welcome</b>	8:15-9:15 a.m.
<b>General Session I</b> <i>Transparency and Integrity: Women Driving Ethical Governance</i>	9:15-10:00 a.m.
<b>Coffee Break &amp; Exhibits</b>	10:00-10:30 a.m.
<b>Concurrent Breakout Session I</b> <i>Ethical Decision-Making: Women Leaders in Governance</i>  <i>The Courage to be Civil: Finding the Will and the Way to Engage with, Listen, and Respond to the Other Side</i>	10:30-11:15 a.m.
<b>Break and Exhibits</b>	11:15-11:30 p.m.
<b>Concurrent Breakout Session II</b> <i>Governing Above Board and All In</i>  <i>Trailblazers in Government: Women Pioneering Ethical Change</i>	11:30 a.m.-12:15 p.m.
<b>Lunch, Exhibits, and Book Signing</b>	12:15-1:30 p.m.
<b>JNIWL Distinguished Public Service Award</b>	1:30-1:40 p.m.
<b>General Session II</b> <i>Preserving Democracy: The Role of Responsible Journalism in Upholding Democracy and Freedom of the Press</i>	1:40-2:25 p.m.
<b>Break and Exhibits</b>	2:25-2:40 p.m.
<b>General Session III</b> <i>The Power of One: Using Personal Ethics to Create a More Just World</i>	2:40-3:25 p.m.
<b>Closing</b>	3:25-3:30 p.m.

**Check Out Our 2024 Schedule**  
[twu.edu/leading-the-lone-star-state/schedule-of-events](https://twu.edu/leading-the-lone-star-state/schedule-of-events)







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Learn more and sign up  
to receive Institute updates at  
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