



35 YEARS OF  
**BAY TRAN**  
Bay Area Houston Transportation Partnership

**2025**

Investment and Event  
Schedule



# Strategic Plan 2025 – 2029

Approved: November 4, 2024

- Board of Directors' Priorities for 2025**
- ▶ A Board Engagement/Attendance
  - ▶ B Build a list of metrics for annual report
  - ▶ C Financial Solvency

## Mission:

To Enhance Regional Mobility

Commitment to Regional Mobility

Commitment to Members and Partners

Commitment to Action

**Vision:**  
Texas' Leading  
Regional  
Transportation  
Advocacy  
Organization

## Goal 1: To Champion Regional Mobility

Strat. 1.1 Identify, champion, and monitor mobility projects that affect the region's economic development

Strat. 1.2 Identify, champion, and monitor mobility projects that affect the region's quality of life

Strat. 1.3 Identify, champion, and monitor projects that affect the region's resilience and risk mitigation to business and the public

## Goal 2: To Add Value to Members and Partners

Strat. 2.1 Offer programming that is educational, informative, timely, and relevant

Strat. 2.2 Strengthen BayTran's sphere of influence in Chambers and all Bay Area Houston Communities

Strat. 2.3 Extend BayTran's sphere of awareness to Ft. Bend and rest of Houston MSA

Strat. 2.4 Provide Metrics to Demonstrate BayTran's Value to Members

Strat. 2.5 Achieve Status as Transportation Management Organization

## Goal 3: To Advocate for Regional Mobility

Strat. 4.1 Define and Promote BayTran's Advocacy Agenda

Strat. 4.2 Gain Support of Decision-makers for BayTran's Agenda

Strat. 4.3 Gain Support of Partners and Communities for BayTran's Agenda

Strat. 4.4 Maintain up-to-date data on project status and actions

Strat. 4.5 Provide Information to Stakeholders on BayTran's Advocacy Agenda

## Core Values

- Safety
- Collaboration
- Advocacy
- Adaptability
- Stewardship
- Integrity

## Goal 4: To Operate Effectively

Strat. 4.1 Sustain Accountability (Metrics and Social Impact)

Strat. 4.2 Sustain Fiscal Solvency and Administrative Integrity

Strat. 4.3 Expand Marketing and Communications

Strat. 4.4 Engage the Board Fully



3 YEARS OF  
**BAYTRAN**  
Bay Area Houston Transportation Partnership  
**Texas 89th Legislative Session  
Legislative Agenda**

Bay Area Houston Transportation Partnership's (BayTran) region represents 50% of the 8-county regional economy and 27.8% of the Texas economy, which is the 8th largest economy in the world. Our region is unique in that it is comprised of growing residential communities, the country's largest petrochemical complexes, heavy industrial complexes, and multiple ports. The transportation infrastructure in our region is critical to moving people safely, goods efficiently, and serves as our coastal communities' evacuation routes during emergencies.

BayTran is the advocate for increased mobility and efficient freight movement. BayTran supports policies which increase investment in transportation and supporting infrastructure, which is the key to continued economic growth in the State of Texas. The following items are critical and require action:

### Priority projects and initiatives:

- **Coastal Spine** – BayTran supports legislation authorizing funding for design and construction of the storm surge protection system in the upper Texas Gulf Coast to protect the environment, industries, the national economy, and vulnerable communities within the region.
  - » Support local partnerships to assess interior drainage benefits of the Clear Lake & Dickinson Bayou watershed components of the Coastal Texas Project.
  - » Support any legislative efforts to ensure partnership agreements can be executed by GCPD and GLO for the Coastal Texas Project.
- **Grand Parkway** – Completion of segments A, B and C, and further expansion of the Grand Parkway is vital to connecting major freight corridors, port facilities, and to serve as a hurricane evacuation route for coastal communities.
- **Rural to Urban Connectivity** – Implement Transportation Demand Management strategies in planning that will improve connectivity and reduce congestion.
- **Port Infrastructure** – Increase funding for port transportation infrastructure needs, including channel improvements, to accommodate continued tonnage growth in exports and imports worldwide.
  - » Support Proposed Deep-Draft Navigation Channel as evaluated by Cedar Port Navigation District consistent with Houston Ship Channel Depths.
  - » Support Intermodal Investment in Chambers County to reduce Congestion and Improve Air Quality across Galveston and Harris County.

- **Freight Infrastructure** – Increase funding for freight transportation infrastructure, including rail, and preserve and grow Legislative Rider funding for port connectivity. Inclusion of the following projects into the 2045 RTP: TxDOT SH 225 redevelopment, IH 610 Ship Channel Bridge replacement, and Pelican Island Bridge Replacement.

### Keep existing funding tools:

- **Rail Relocation Fund** – Allocate substantial dollars to the Texas Railroad Relocation and Improvement Fund during the 2025 legislative session and continue funding each biennium.
- **Toll Roads** – Toll roads are an important funding mechanism in high growth regions, the ability to utilize a toll road could make a difference in keeping up with growth vs. falling behind. BayTran strongly opposes legislation restricting the use of this important tool.
- **No Diversions** – BayTran opposes diversions of funds from transportation dedicated resources to non-transportation uses.

### Review of potential sources for new revenue:

- **Hybrid Vehicle Equity Fee** – Establish a fee to ensure that hybrid vehicle owners contribute a fair share of the cost to fund Texas roadways.

# 2025 Investment Schedule

## Investment Benefits



### Advocacy

89th Legislative Agenda  
Quarterly Austin Visits  
TxDOT Commission Meetings  
Annual DC Fly-in



### Education

Membership Luncheons  
State of the Counties  
Southwest Transportation Summit  
Workforce Development



### Partnership

Agency Coordination  
Transportation Coordination  
Transportation Management  
Economic development  
Business Development  
Connections & Networking

## Executive Partner

**\$10,000**

- Company logo on BAYTRAN website home page
- Company logo on presentation screen at all events
- Silver sponsorship at Annual State table of the Counties luncheon
- One complimentary table/team sponsorship at all events
- Preferred table position at events
- Executive partner designation on table signs when table is purchased
- Unlimited attendees at BAYTRAN committee meetings
- Member Pricing at all BAYTRAN Events

## Sustaining Partner

**\$3,500**

- Company logo on BAYTRAN website home page
- Company logo on presentation screen at all events
- One complimentary table sponsorship at Annual State of the Counties luncheon
- Preferred table position at events
- Sustaining partner designation on table signs when table is purchased
- Unlimited attendees at BAYTRAN committee meetings
- Member pricing at all BAYTRAN events

## Large Company, City, County & Government Agency

**\$2,500**

*50+ employees, population 5,000+*

- Unlimited attendees at BAYTRAN committee meetings
- Member pricing for all BAYTRAN events



# Investment Schedule *Continued*

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## **Medium Company & Small City**    **\$1,500**

*11-50 employees, population 4,999-*

- Unlimited attendees at BAYTRAN committee meetings
- Member Pricing for all BAYTRAN Events

## **Small Company & Nonprofit**    **\$800**

*2-10 employees*

- Unlimited attendees at BAYTRAN committee meetings
- Member pricing for all BAYTRAN events

## **Educational Institution**    **\$500**

*Local ISDs and other Institutions of Higher Learning*

- Unlimited attendees at BAYTRAN committee meetings
- Member pricing for all BAYTRAN events

## **Individuals**    **\$500**

*Sole Proprietor/Citizens*

- Unlimited attendees at BAYTRAN committee meetings
- Member pricing for all BAYTRAN events

Scan to Join!



*\*Any size entity is eligible to be Sustaining or Executive Partners*

# 2025 Event Schedule

## 2025 Member Event Schedule

**April 3rd**

Top Golf Fundraiser\*  
3 PM - 6 PM

**April 21st**

Mayoral Panel  
11:30 AM - 1 PM

**May 19th**

State of the Counties\*  
11 AM - 1 PM

**June 16th**

Infrastructure Summit\*  
8:30 AM - 2 PM

**July 24th**

Happy Hour  
TBD

**August 15th**

State of Ports  
11:30 AM - 1 PM

**December 11th**

Holiday Happy Hour  
TBD

\*Special Pricing

## Membership Luncheon Sponsor Pricing

### Event Headliner Sponsor

**\$2,500**

*(One sponsorship per event)*

- One (1) table of eight (8)
- Two (2) seats at the head table
- Opportunity to place company promotional items at each place setting
- Opportunity to provide company promotional video to be shown at the beginning of the program
- Recognition on all of BAYTRAN's social media channels, verbal recognition from the state at the event
- Logos on presentation during the event

### Platinum Sponsor

**\$2,000**

- One (1) table of eight (8) - preferred seating
- One (1) seat at the head table
- Logo on event materials
- Mention from podium

### Gold Sponsor

**\$1,500**

- One (1) table of eight (8)
- One (1) seat at the head table,
- Company name on event materials
- Mention from podium

### Silver Sponsor

**\$1,000**

- One (1) table of eight (8)
- Company name on event materials
- Mention from podium



## Luncheon Sponsorship *Continued*

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### **Non-Member Table** **\$750**

- Table for eight (8) guests
- Recognition as a Table Sponsor at event

### **Member Table** **\$500**

- Table for eight (8) guests,
- Recognition as a Table Sponsor at event

### **Program Sponsor\*** **\$350**

- Two attendees

### **Network Break Sponsor\*** **\$150**

- One attendee (Infrastructure Summit + STTS)

### **Chotchke Sponsor\***

- Donate nice item for guests at sponsor tables

### **Individual Non-Member** **\$100**

### **Individual Member** **\$75**

### **Elected Official** **No Charge**

*\*Only Company/Non-Profit, Educational Institutions and Individual Memberships*



# 2025 Infrastructure Summit & State of the Counties



## Underwriter Sponsor

**\$3,500**

*(One sponsorship per event)*

- One (1) table of eight (8) at Infrastructure Summit/ One (1) table of ten at State of the Counties
- Two (2) seats at the head table
- Opportunity to place company promotional items at each place setting
- Opportunity to provide company promotional video to be shown at the beginning of the program
- Recognition on all of BAYTRAN's social media channels, verbal recognition from the state at the event
- Logos on presentation during the event

## Platinum Sponsor

**\$2,500**

- One (1) table of eight (8) at Infrastructure Summit/ One (1) table of ten at State of the Counties- preferred seating
- One (1) seat at the head table
- Logo on event materials
- Mention from podium

## Gold Sponsor

**\$2,000**

- One (1) table of eight (8) at Infrastructure Summit/ One (1) table of ten at State of the Counties
- One (1) seat at the head table,
- Company name on event materials
- Mention from podium



# Infrastructure Summit & State of the Counties *Continued*

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## **Silver Sponsor** **\$1,500**

- One (1) table of eight (8) at Infrastructure Summit/ One (1) table of ten at State of the Counties
- Company name on event materials
- Mention from podium

## **Non-Member Table** **\$1,000**

- Table for eight (8) guests at Infrastructure Summit/ One (1) table of ten at State of the Counties
- Recognition as a Table Sponsor at event

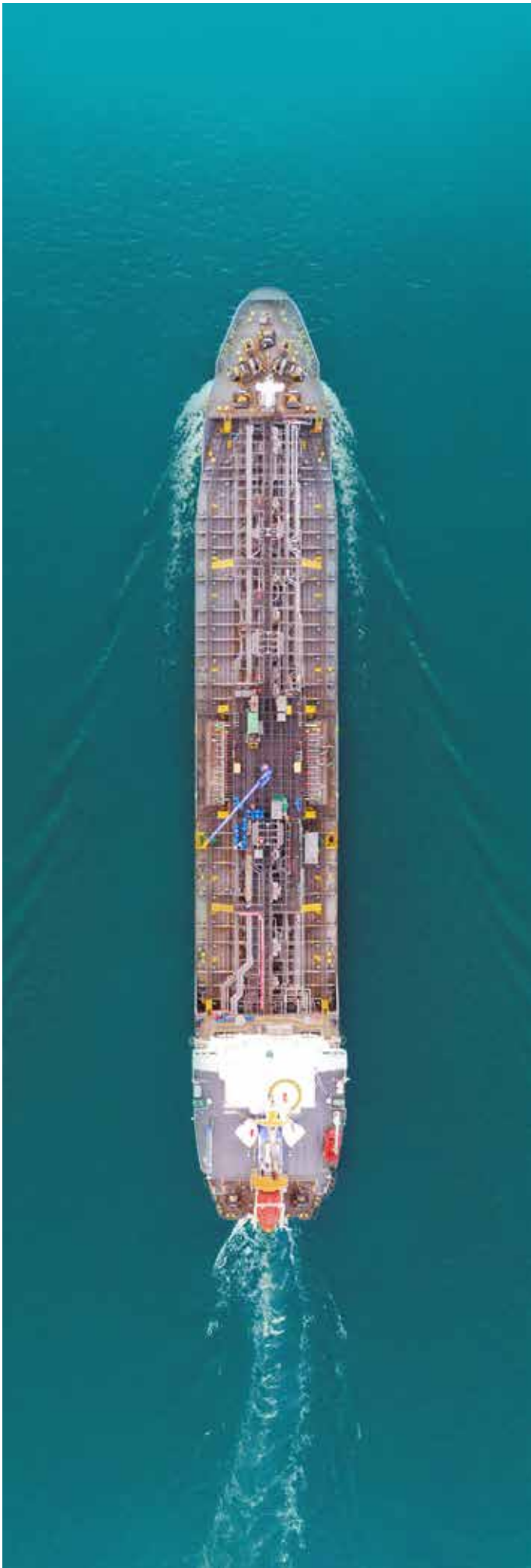
## **Member Table** **\$750**

- Table for eight (8) guests, at Infrastructure Summit/ One (1) table of ten at State of the Counties
- Recognition as a Table Sponsor at event

## **Individual Non-Member** **\$125**

## **Individual Member** **\$95**

## **Elected Official** **No Charge**



# 2025 Annual Swing For A Cause Top Golf Tournament

BAYTRAN's annual Swing for a Cause Top Golf Tournament will be held on Thursday, April 3, 2025 at Top Golf in Webster. This event is in partnership with League City Chamber. Last year, our first, we had just under 100 attendees. We expect well over 100 this year. We will be selecting a Non-Profit, where a portion of the proceeds will be donated. This is a fun day with lots of networking opportunities.



## Title Partner

**\$2,500**

- Logo & Title Sponsor designation on rotating slideshow in Signature Room
- Premium double bay in center
- Two teams of six
- Three complimentary attempts at add-on contest (TBD)
- Bucket of beer at each bay
- Logo to be included in all event collateral and social media
- One-Page ad in digital magazine (*Good for 1 year*)

## Platinum Partner

**\$1,700**

- Logo & Platinum Sponsor designation on rotating slideshow in Signature Room
- Double bay near the center
- One team of six
- One complimentary attempt at add-on contest (TBD)
- Bucket of beer at each bay
- Logo to be included in all event collateral as well and social media
- 1/2-Page ad in digital magazine (*Good for 1 year*)



## Top Golf Pricing *Continued*

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### **Gold Sponsor** **\$1,500**

- Logo & Platinum Sponsor designation on rotating slideshow in Signature Room
- One team of three
- Five complimentary attempt at add-on contest (TBD)
- Bucket of beer at each bay
- Logo to be included in all event collateral as well and social media

### **Add-On Contest(TBD) Partner** **\$1,400**

- Logo & Hole-in-One Sponsor designation on rotating slideshow in Signature Room
- Single bay near Platinum sponsor
- One team of three
- Five complimentary attempts at add-on contest (TBD)
- Bucket of beer at bay
- Logo to be included in all event collateral as well and social media
- 1/4-Page ad in digital magazine (*Good for 1 year*)

### **Prize Partner** **\$1,000**

- Logo & Prize Sponsor designation on rotating slideshow in Signature Room
- Single bay near Hole-in-One sponsor
- One team of three
- Bucket of beer at bay
- Logo to be included in all event collateral as well as BAYTRAN's Facebook Page.

### **Live Leaderboard Partner** **\$300**

- Logo placement on Live Leaderboard digital signage looping during event.
- Does NOT include ticket to play



# Top Golf Pricing *Continued*

## Bar Partner

**\$250**

- Signage with logo placement in bar area.
- Does NOT include ticket to play

## Team and Individual Pricing

Non-Member Team of 6	\$900
Member Team of 6	\$750
Non-Member Individual	\$150
Member Individual	\$125
Non-Member Team of 3	\$450
Member Team of 3	\$375
Attend but NO GOLF	\$75
Elected Official	\$0

Scan for Events Page

