



MARKETING WRAP UP

PROMOTIONAL POSTCARD

3,000 Custom Pieces



Cultivate. Innovate. Collaborate.

Find us on Facebook: [f /TexasRuralChallenge](#)

Join us this summer as we proudly celebrate the 10th annual Texas Rural Challenge in New Braunfels, Texas, on June 17-18, 2019. This year's theme, "Cultivate. Innovate. Collaborate.," emphasizes opportunities for cultivating success by strengthening rural communities through regional collaboration and innovation.

The Texas Rural Challenge aims to connect rural leaders with local, state and federal resources, in order to create opportunities for economic growth by drawing on regional strengths. By focusing on best practices, and providing a host of learning experiences, networking, and collaborative opportunities, the conference will provide tools to turn goals and aspirations into reality.

We look forward to seeing you in New Braunfels. Together, we can cultivate, innovate, and collaborate to build a stronger rural Texas!

The conference is hosted by the UTSA Institute for Economic Development, the South West Texas Border SBOC Network, and the Southwest Trade Adjustment Assistance Center.

SPONSORSHIP OPPORTUNITIES AVAILABLE

RETURN ON INVESTMENT	Gold \$5,000+	Silver \$2,500+	Bronze \$1,500+	Exhibitor \$750+
One 10' exhibit table	✓	✓	✓	✓
Person to conference	6	4	3	2
Company logo on website & program	✓	✓	✓	
Marketing collateral included in conference attendee bags	✓	✓		
Reserved table	✓			

For more information on sponsorship, please contact Stacy Burt: stacy.burt@utsa.edu | 718.118.2191

texasruralchallenge.org



DIRECT MAIL POSTCARD

3,355 Pieces Mailed

2,855 Pieces Mailed to EDC, EDD, Chambers

300 Elected Officials



A direct mail postcard for the Texas Rural Challenge. The left side features a circular graphic with a sun and the words "TEXAS Rural CHALLENGE". Below it, the text "Cultivate. Innovate. Collaborate." is written in a large, white, serif font. Underneath that, "NEW BRAUNFELS, TEXAS" is written in a smaller, orange, sans-serif font. The right side of the postcard has a light green background with a subtle pattern of wheat. It features the UTSA logo (The University of Texas at San Antonio) and the Institute for Economic Development logo. The text "You're Invited!" is followed by "Come and celebrate 10 years of building a stronger Rural Texas." The dates "June 17-18, 2019" and the location "NEW BRAUNFELS CIVIC CENTER" are prominently displayed. The website "texasruralchallenge.org" is at the bottom.

TEXAS Rural CHALLENGE

Cultivate. Innovate. Collaborate.

NEW BRAUNFELS, TEXAS

UTSA
The University of Texas at San Antonio

Institute for Economic Development
The University of Texas at San Antonio

You're Invited!

Come and celebrate 10 years
of building a stronger Rural Texas.

June 17-18, 2019

NEW BRAUNFELS CIVIC CENTER

texasruralchallenge.org



A direct mail postcard for the Texas Rural Challenge. The left side has a dark green background with a subtle pattern of wheat. It features the text "Cultivate. Innovate. Collaborate." in a large, white, serif font. Below it, a paragraph describes the challenge's mission. The text "Your Ticket to Success \$249" is prominently displayed. Below that, a table lists sponsorship opportunities. The right side of the postcard has a light green background with a subtle pattern of wheat. It features the Texas Rural Challenge logo and the UTSA logo. A "PAID" stamp is visible in the top right corner. The website "texasruralchallenge.org" is at the bottom.

Cultivate. Innovate. Collaborate.

The Texas Rural Challenge aims to connect rural leaders with local, state and federal resources, in order to create opportunities for economic growth by drawing on regional strengths. By focusing on best practices, and providing a host of learning experiences, networking, and collaborative opportunities, the conference will provide tools to turn goals and aspirations into reality.

We look forward to seeing you in New Braunfels. Together, we can cultivate, innovate, and collaborate to build a stronger rural Texas!

Your Ticket to Success \$249

Sponsorship Opportunities Available

GOLD	SILVER	BRONZE	EXHIBITOR
\$5,000	\$2,500	\$1,500	\$75

FOR FULL DESCRIPTION OF RETURN ON INVESTMENT VISIT: texasruralchallenge.org

texasruralchallenge.org

The conference is hosted by the UTSA Institute for Economic Development, The South West Texas Border SBDC Network, and the Southwest Trade Adjustment Assistance Center.

UTSA
The University of Texas at San Antonio

Texas Rural Challenge
UTSA Institute for Economic Development
501 W. Cesar E. Chavez Blvd.
San Antonio, Texas 78207

PAID
San Antonio, Texas
Permit No. 1-428



HOME PAGE



Cultivate. Innovate. Collaborate.
NEW BRAUNFELS, TEXAS

June 17-18, 2019
NEW BRAUNFELS CIVIC CENTER
texasruralchallenge.org

UTSA The University of Texas at San Antonio | Institute for Economic Development (The University of Texas at San Antonio)

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Information | TRC HOME

We invite you to join us this summer as we proudly celebrate the **10th Annual Texas Rural Challenge** in New Braunfels, Texas, on June 17-18, 2019. This year's theme, "Cultivate. Innovate. Collaborate," will explore new ideas and present success stories focused on: growing and sustaining rural communities, regional collaboration and rural innovation.

The 2019 Texas Rural Challenge aims to connect rural leaders with local, state and federal resources, in order to create opportunities for economic growth by drawing on regional strengths. With an emphasis on best practices, learning experiences, networking, and collaborative opportunities, the conference will provide tools to turn goals and aspirations into reality. The Texas Rural Challenge offers valuable opportunities for all participants, as it connects rural communities with the resources to spur job creation, expand small businesses, and fuel local economies.

Together, we can cultivate, innovate, and collaborate to build a stronger Rural Texas! We look forward to seeing you in New Braunfels!

Conference Registration

Your Ticket to Success (SOLD OUT) **\$249** STANDARD
EARLY BIRD REGISTRATION ENDED APRIL 13, 2019

Details

Day One	Day Two
Registration: 9:00 - 10:00 AM	Registration: 7:45 AM
Program Start: 10:00 AM	Program Start: 8:30 AM
End of Day One: 5:15 PM	End of Day Two: 4:15 PM

AGENDA

PHOTOS

TEXAS STRONG

SOCIAL MEDIA & NEWS



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Information | SOCIAL MEDIA & NEWS

Social Media

Facebook | Twitter | YouTube | Flickr

Video Testimonial

TEXAS STRONG SMALL BUSINESS PROUD
Sponsored by SBDC

Video Testimonial

Victoria Capacitine & Judith Jackson
Capacitine's Ranch

Mike Hoots
Texas Rural Challenge Collaborator

In The News

Official Event Press Release
Key economic development partners gather to support access to capital for Texas' rural businesses and communities
[CLICK HERE](#)

Contributor | By: Wes Johnson & Dallas Williams
Rural Texas Communities Face Many Challenges, Opportunities
[CLICK HERE](#)

Expert Column | By: Thomas Tunstall, PhD
Texas Rural Challenge a chance to explore ideas for growing and sustaining communities
[CLICK HERE](#)

TEXAS STRONG



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Information | TEXAS STRONG

TEXAS STRONG SMALL BUSINESS PROUD

SPECIAL FEATURE FOR SBDC CLIENTS

Nominate an SBDC Client for the 2019 Texas Strong Competition! The Texas Strong committee is seeking one SBDC client from each of the four Texas SBDC Networks who, with the help of their local SBDC, has developed an innovative product or service which benefits rural Texas communities. Four (4) businesses will compete in the first-pitch competition for the opportunity to win cash prizes that can support their entrepreneurial endeavors.

DATES TO REMEMBER: Submission Deadline: **MAY 3, 2019** | Presentation: **JUNE 17, 2019**

2019 Finalists


TEXAS OUTER RIM APRIARIES
Texas Outer Rim Apriaries, LLC
Cecilia Cisneros, Owner

South-West Texas Border Network
Texas A&M International University SBDC
Norma Rodriguez, SBDC Business Advisor

THE HOG BLOCKER
BLOCK THE HOGS AND FEED THE DEER
Texas Hog Blocker
Michael 'Mike' Rogers, Owner

Northwest Texas Border Network
Tarleton State University SBDC
Amy Wright, SBDC Business Advisor

SPONSORS



Gold Level

ECONOMIC DEVELOPMENT ALLIANCE

AMERICA'S SBDC TEXAS

Silver Level

TPB

ACCELERATION BY DESIGN

United Midwest Savings Bank

Bronze Level

AACOG
American Association of Colleges of Osteopathic Medicine

PeopleFund

CAPITAL
SBDCs: Rural Apriaries, Outer Rim, South

EAGLE FORD CONSORTIUM

SUPPLIER DIVERSITY

steer
South Texas Energy & Economic Roundtable

USDA
United States Department of Agriculture



EMAIL CAMPAIGN

13 Emails to Invitees | 4 Emails to Registrants

Average Open Rate: 32.10%



Join Me at TRC!
Chet Garner
The DayTripper
2019 Conference Emcee

June 17-18, 2019
NEW BRAUNFELS CIVIC CENTER
texasruralchallenge.org



Institute for Economic Development
The University of Texas at San Antonio



Southwest Trade Adjustment Assistance Center
The University of Texas at San Antonio



Southwest Texas Border Small Business Development Center Network
The University of Texas at San Antonio

New Speakers Announced

Join The DayTripper's Chet Garner for two full days of interactive presentations, panels, and networking opportunities at the 10th Annual Texas Rural Challenge (TRC)!

Check out the updated schedule featuring U.S. Representative Mike Conaway, and an opening plenary with dignitary speakers: Allen Gutierrez, U.S. SBA; Sid Miller, TDA; Edd Hargett, USDA; and Charles "Tee" Rowe, America's SBDC.

Also featuring engaging speakers from: Texas Workforce Commission (TWC), Texas Water Development Board (TWDB), Texas Department of Agriculture (TDA), Texas Organization of Rural & Community Hospitals (TORCH), Federal Reserve Bank of Dallas-San Antonio, Southwest Research Institute (SwRI), and the Texas Historical Commission; plus Mayors, Judges, representatives from EDCs, and more!

Together, we can cultivate, innovate, and collaborate to build a stronger Rural Texas. We look forward to seeing you in New Braunfels!

2019 AGENDA

Your Ticket to Success \$249

REGISTER NOW

Discounted Hotel Rates Expire May 17

Book now! Discounted conference rates **expire Friday May 17, 2019**. We recommend booking your reservation as soon as you register. Please note, hotel reservations are processed on a first-come, first-served basis and rooms are confirmed based on hotel availability. Accommodations are available at both the Fairfield Inn & Suites by Marriott and the Courtyard New Braunfels River Village.

CONFERENCE HOTELS

Want the latest updates?  **on Facebook and stay informed**

[CLICK HERE](#)

Sponsorships Available Through May 15

For full sponsorship benefits, confirm your spot by **Wednesday, May 15, 2019**. Get your company in front of hundreds of community, municipal and elected officials from rural communities across the state. Be featured on the TRC website, in the printed program, and at the event venue. Become a sponsor for the 2019 Texas Rural Challenge.

GOLD	SILVER	BRONZE	EXHIBITOR
\$5,000	\$2,500	\$1,500	\$575

SPONSOR HERE

Sincerely,
UTSA Institute for Economic Development



Cultivate. Innovate. Collaborate.

REGISTER TODAY & SAVE!
Early Bird
Ends April 15, 2019
*STANDARD RATE \$249
\$199

REGISTER NOW

June 17-18, 2019
NEW BRAUNFELS CIVIC CENTER



Institute for Economic Development
The University of Texas at San Antonio



Southwest Trade Adjustment Assistance Center
The University of Texas at San Antonio



Southwest Texas Border Small Business Development Center Network
The University of Texas at San Antonio



Cultivate. Innovate. Collaborate.

June 17-18, 2019
NEW BRAUNFELS CIVIC CENTER
texasruralchallenge.org

Word of Mouth

Join Keynote Speaker Rick Rhodes from the Texas Rural Funders Collaborative at the 2019 Texas Rural Challenge to learn more about how you can Cultivate. Innovate. Collaborate. for a stronger rural Texas.

View a personal invitation from Rhodes by clicking below:

RICK RHODES
Texas Rural Funders Collaborative

WATCH VIDEO

Conference Agenda

Check out the full agenda featuring U.S. Representative Mike Conaway, and an opening plenary with dignitary speakers: Allen Gutierrez, U.S. SBA; Sid Miller, TDA; Edd Hargett, USDA; Ruth R. Hughes, TWC; and Charles "Tee" Rowe, America's SBDC.

Also featuring engaging speakers from: Texas Workforce Commission (TWC), Texas Water Development Board (TWDB), Texas Department of Agriculture (TDA), Texas Organization of Rural & Community Hospitals (TORCH), Federal Reserve Bank of Dallas-San Antonio, Southwest Research Institute (SwRI), and the Texas Historical Commission; plus Mayors, Judges, representatives from EDCs, and more!

Together, we will cultivate, innovate, and collaborate to build a stronger Rural Texas. We look forward to seeing you in New Braunfels!

2019 AGENDA

Your Ticket to Success **[SOLD OUT]** **\$249**
EARLY BIRD REGISTRATION ENDED APRIL 15, 2019
*STANDARD RATE \$249

REGISTER NOW



FACEBOOK

33 Facebook Posts

Average Engagement: 272.5 views

Texas Rural Challenge
June 14 · 🌐

We're only days away from the 2019 Texas Rural Challenge Conference, June 17-18 in New Braunfels!

A Few Quick Reminders:

- Doors open at 9:00am on Monday, June 17
- The Opening Session kicks off promptly at 9:50am
- Plenty of free parking is available at the Conference Center
- Entrance to the venue is available through the Castell Ave.

We are looking forward to an informative and inspiring two-day event, full of networking, learning, and celebrating as we Cultivate. Innovate. Collaborate. for a stronger rural Texas.

www.texasruralchallenge.org



Cultivate. Innovate. Collaborate.
JUNE 17-18, 2019 | NEW BRAUNFELS CIVIC CENTER
SEE Y'ALL IN New Braunfels

Texas Rural Challenge
June 4 · 🌐

Texas Rural Challenge: Conference Preview!
LIVE ON AIR: 12:00 PM - 1:00 PM

Listeners are encouraged to call in with questions and comments - 210.614.8980... [See More](#)



Cultivate. Innovate. Collaborate.

June 17-18, 2019
NEW BRAUNFELS CIVIC CENTER

June 4, 2019
TUNE IN TUESDAY!
12:00 - 1:00PM

TO REGISTER VISIT:
texasruralchallenge.org

LISTENERS ARE ENCOURAGED TO PHONE IN WITH QUESTIONS THROUGHOUT THE HOUR BY CALLING 210.614.8980

UTSA | Institute for Economic Development | The University of Texas at San Antonio | Small Business Development Center | The University of Texas at San Antonio

Texas Rural Challenge
June 18 at 8:41 AM · 🌐

Yesterday's plenary session on Advancing Rural Texas: Collaborations for the Future. Introduction and engagement with key state and federal partners on their commitment to a sustainable Rural Texas.

Charles "Tee" Rowe, President & CEO, America's SBDC | Ruth Hughs, Chair, Commissioner Representing Employers, Texas Workforce Commission | Justin Crossie, Regional Administrator, U.S. Small Business Administration - Region VI | Congressman Mike Conaway, U.S. House Committee on Agriculture | Sid Miller, Commissioner, Texas Department of Agriculture | Edd Hargett, Texas State Director, U.S. Department of Agriculture | Chet Garner, The Daytripper



The Daytripper
June 17 at 12:30 PM · 🌐

I'm the yahoo on the right standing beside a bunch of really important people who just signed a commitment to supporting rural Texas. #landmarkevent #Texasrural... [See More](#)

132 People Reached 31 Engagements Boost Unavailable

Texas Rural Challenge
May 17 · 🌐

Don't miss this year's Texas Strong Competition as three small businesses compete in a one-hour, fast-pitch style competition for the opportunity to win cash prizes to support their entrepreneurial endeavors. The first-place winner will receive \$6,000 cash, second place will receive \$3,000 cash, and third place will receive \$1,000 in cash to support their small businesses! You won't want to miss this year's competition!

Congratulations to this year's finalists.

For more info... [See More](#)



Cultivate. Innovate. Collaborate.
NEW BRAUNFELS, TEXAS

TEXAS STRONG
SMALL BUSINESS PROUD

June 17-18, 2019
NEW BRAUNFELS CIVIC CENTER

The premier small business competition featuring three of the top SBDC clients from across Texas competing for cash prizes and bragging rights in this fast-pitch style competition.

UTSA | Institute for Economic Development | The University of Texas at San Antonio | Small Business Development Center | The University of Texas at San Antonio

Texas Rural Challenge
February 12 · 🌐

Got A Speaker In Mind?

The Texas Rural Challenge is going back to 2 days of content featuring rural experts, panels, and keynote speakers and we are open to hearing your feedback.

To nominate visit:
http://bit.ly/TRC19_NominateSpeaker



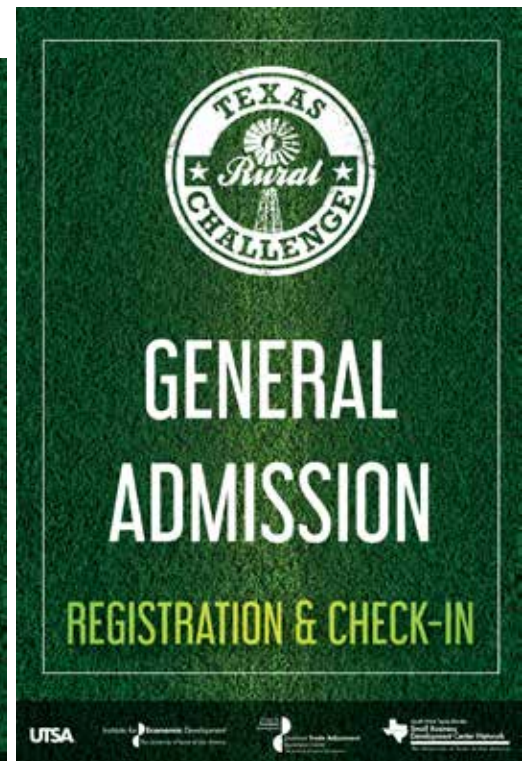
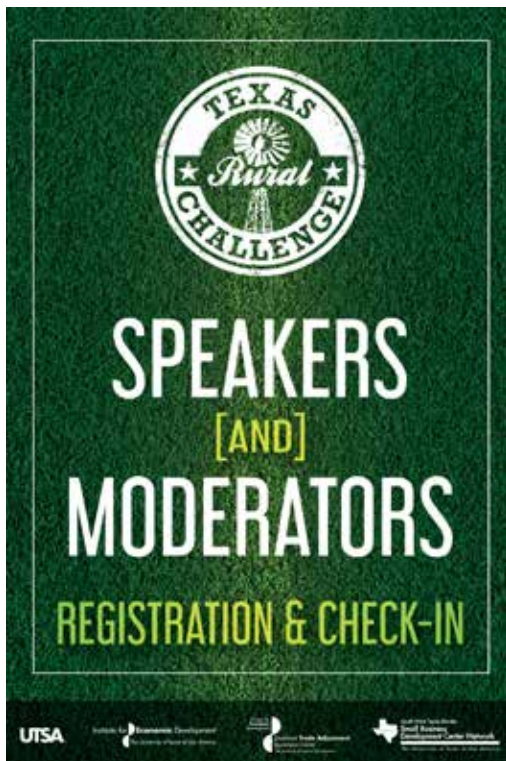
Cultivate. Innovate. Collaborate.
NEW BRAUNFELS, TEXAS
June 17-18, 2019

bit.ly/TRC19_NominateSpeaker

SPEAKER NOMINATIONS



EVENT SIGNAGE



CONFERENCE PROGRAM
300 copies printed

[illegible]

04.30.19 | Texas Public Rado / The Source

Starting A Small Business: What Are The Steps To Succeeding In San Antonio?

<http://bit.ly/2J4NkGI>

06.03.19 | Texas Public Radio / The Source

Rural Texas Communities Face Many Challenges, Opportunities

www.tpr.org/post/rural-texas-communities-face-many-challenges-opportunities

06.12.19 & 06.13.19 | Texas Farm Bureau Radio Network

Texas News & Views radio program

06.18.19 | UTSA Today

Key economic development partners gather to support access to capital for Texas' rural businesses and communities

www.utsa.edu/today/2019/06/story/TXRRuralChallengeAgreement.html

06.18.19 | EurekAlert!

Key economic development partners gather to support access to capital for Texas' rural businesses and communities

www.eurekalert.org/pub_releases/2019-06/uota-ked061819.php

06.18.19 | 7th Space

Key economic development partners gather to support access to capital for rural Texas

7thspace.com/headlines/871911/key_economic_development_partners_gather_to_support_access_to_capital_for_rural_texas.html

06.24.19 | Laredo Morning Times

Laredo Apiary places second in state at Texas Strong

07.08.19 | Southeast Texas Record

USDA, Texas Department of Agriculture OK Texas Rural Challenge commitments

setexasrecord.com/stories/512651610-usda-texas-department-of-agriculture-ok-texas-rural-challenge-commitments

07.14.19 | The Karnes Countywide

Key economic development partners gather to support access to capital for Texas' rural businesses and communities

www.mysoutex.com/karnes_countywide/news/key-economic-development-partners-gather-to-support-access-to-capital/article_6c6f61fe-a4e3-11e9-b5dd-7bb9abeba4c6.html

07.15.19 | Beeville Bee-Picayune

Key economic development partners gather to support access to capital for Texas' rural businesses and communities

www.mysoutex.com/beeville_bee_picayune/news/key-economic-development-partners-gather-to-support-access-to-capital/article_5c-8c5df8-a701-11e9-86fc-5b5afa751747.html

