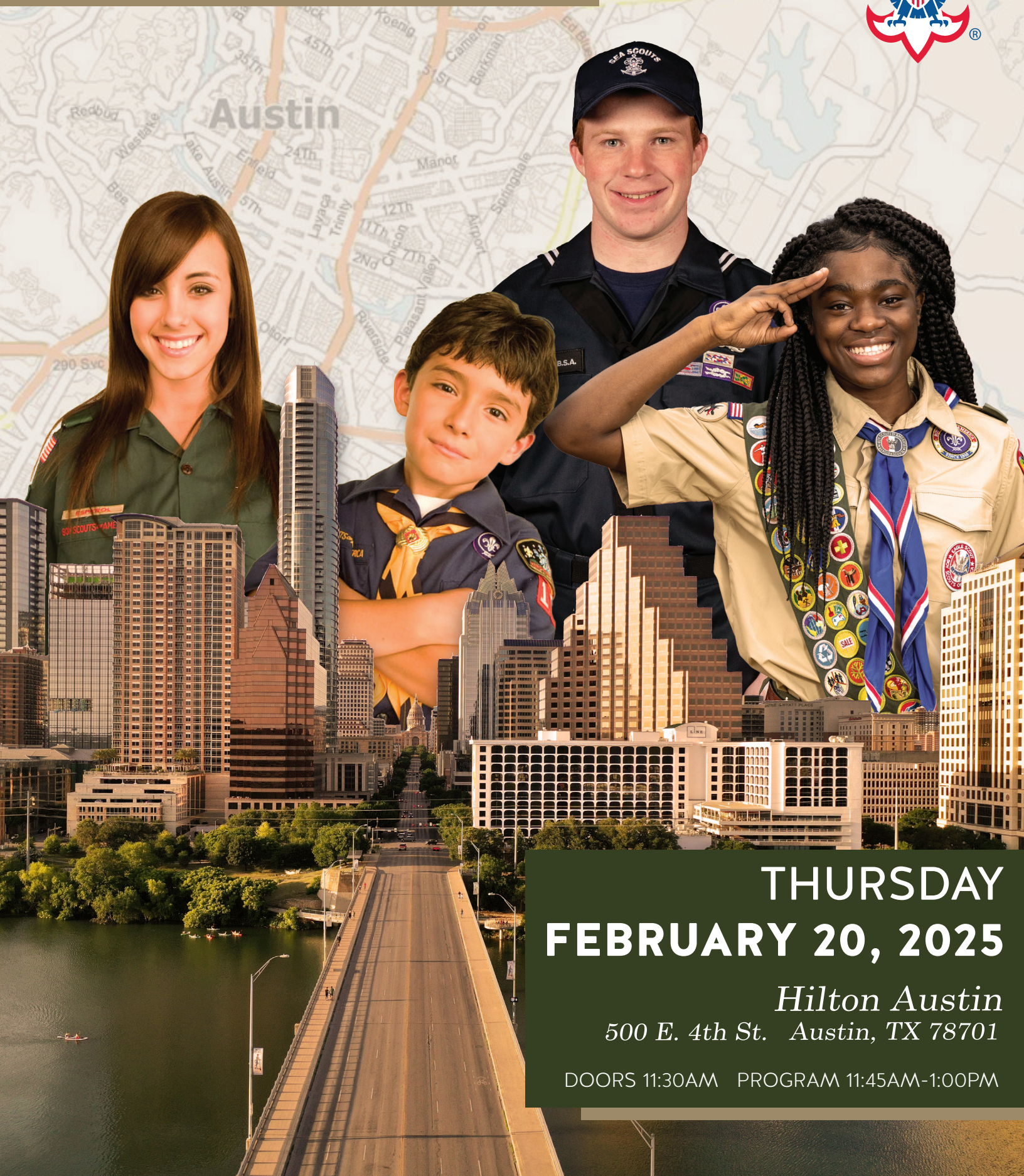


# 2025 DISTINGUISHED CITIZEN AWARD LUNCHEON



**THURSDAY  
FEBRUARY 20, 2025**

*Hilton Austin*  
500 E. 4th St. Austin, TX 78701

DOORS 11:30AM PROGRAM 11:45AM-1:00PM



## A MESSAGE FROM THE EVENT CHAIR

As Mayor of Austin, I have had the privilege of witnessing firsthand the incredible impact that Scouts and the Capitol Area Council have on our community. Their commitment to developing young leaders of character, integrity, and service is something we can all be proud of, and it is with this in mind that I write to you today.

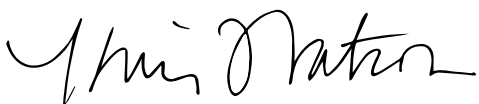
On February 20, 2025, the Scouts will host the Distinguished Citizen Award Luncheon to honor Jesús Garza, an outstanding member of our community whose leadership and service have made a lasting impact. This event not only celebrates his community contributions but also serves as a critical fundraiser for the Capitol Area Council, Boy Scouts of America. Your sponsorship will not only help recognize and honor Jesús, but it will also support Scouting programs that help shape the lives of more than 15,000 young people in Central Texas, providing them with the skills and values they need to become tomorrow's leaders and future distinguished citizens--citizens like Jesús and the many other worthy previous recipients of this special award.

I am asking for your support as a sponsor of this important event. Your sponsorship will not only help us recognize a deserving community leader, but it will also ensure that the Boy Scouts of America can continue to offer life-changing experiences to our youth. In the enclosed materials, we provide detail about the Sponsorship levels, the benefits of Sponsorship, and how your involvement can make a significant difference in furthering the mission of Scouting.

By supporting the Distinguished Citizen Award Luncheon, you are investing in the future of our community. Together, we can help foster a new generation of citizens who are prepared to lead with courage and compassion.

Thank you for considering this request. I look forward to the possibility of working with you personally to make this event a resounding success.

Warm regards,



Kirk Watson  
Mayor of Austin

Event Chair, Distinguished Citizen Award Luncheon



MAYOR  
KIRK WATSON

Event Planning Chairs - Joe Beal, Mollie O'Hara Leach

Event Vice Chairs - Chief Joel Baker, Elizabeth Christian, Wade Cooper, Tim Crowley, Sandy Dochen, Gary Farmer, Jay Fox, Karen Friese, Daniel Gonzalez, Larry Graham, Clarke Heidrick, Keith Jackson, Patrick Johnson, Tim LaFrey, Dale Laine, Connor Lammert, Chuck Lipscomb, Tom Martine, Steve Matthews, Mike Morgan, Mary Scott Nabers, Mark Rose, Trey Salinas, Marietta Scott, Richard Suttle, Tim Taylor, Ben Turner, Ray Wilkerson, Phil Wilson

## INTRODUCING OUR

### 2025 HONOREE

On July 1, 2013, Jesús Garza became chief executive officer of the Seton Healthcare Family. He also served as ministry market leader for Ascension Health's Texas and Arizona ministries, including the Carondelet Health Network. Jesús retired from Ascension and Seton in August 2017.

Jesús joined the Seton Family of Hospitals, as it was known at the time, in 2002 following a career in the public-sector. Initially, he headed a newly created Health Ministry at Seton before moving into the chief operating officer position. An experienced manager of complex organizations, he quickly became known for implementing strong community partnerships early in his career.

Prior to coming to Seton, Jesús served as deputy general manager for the Lower Colorado River Authority, following eight years as city manager for the City of Austin. He led the city during a period of considerable economic and population expansion. His tenure included business development, downtown revitalization, and the transformation of a former Air Force Base into the Austin-Bergstrom International Airport. Jesús had oversight responsibility of the city-owned Brackenridge Hospital during the time when it was named a regional Trauma Center. He also served as Austin's chief negotiator in the lease agreement that brought the facility, now University Medical Center Brackenridge, into the Seton Family.

Jesús began his government career in Austin in 1978, enjoying increasingly responsible roles throughout his tenure. He also served as assistant city manager and deputy city manager in Corpus Christi and returned to Central Texas to become executive director of the Texas Water Commission.

Jesús was named Public Administrator of the Year by the American Society for Public Administration/Centex Chapter, Public Official of the Year by Governing magazine and recently received a Lifetime Achievement award from the Greater Austin Hispanic Chamber of Commerce. He also received the distinction of being named the 2019 Austinite of Year by the Greater Austin Chamber of Commerce.

Jesús received his Bachelor of Science degree from The University of Texas and a Master of Public Affairs degree from the Lyndon Baines Johnson School of Public Affairs.

Jesús currently serves on the following Boards: San Antonio Branch of the Dallas Federal Reserve, The City of Austin's Waterloo Greenway Local Governing Council, Waterloo Greenway Governing Board, the Headliner's Board, Christus Spohn Board, Christus St. Vincent's Board Santa Fe, and is Co-Chair of 2030, a citizens' group established by several philanthropists to assist the Austin Independent School District.



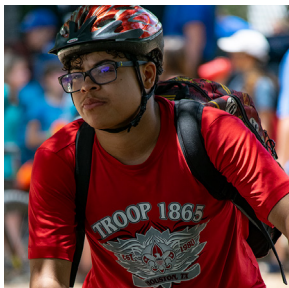
JESÚS  
GARZA

## THE MISSION

For more than 100 years, Scouting has prepared boys and girls ages 6-20 to become responsible, participating citizens and leaders guided by the Scout Oath and Law. Scouting offers exciting programs designed to inspire, build character, and instill the values necessary to succeed.

The Capitol Area Council is the local nonprofit organization providing support, training, and corporate governance to Scouting programs operating within Central Texas. We own and operate seven camping properties as well as the Frank Fickett Scout Training and Service Center.

We partner with schools, PTAs/PTOs, service clubs, local agencies, and more to offer programs proven to foster and strengthen self-confidence, ethics, respect for others, academic skills, and leadership abilities that last a lifetime.



The Capitol Area Council's Distinguished Citizen Award is presented annually to individuals who share Scouting's belief in leadership, determination and values, and have contributed significantly to the growth and vitality of Central Texas. Past recipients include a veritable who's who of civic, business, and philanthropic leaders.

Funds from the Award event benefit more than 300 Scouting programs across 15 Central Texas counties. Our programs, camps, and activities serve all youth regardless of ability, gender, background, or economic level.

## THE EVENT



## PAST AWARD

### RECIPIENTS

2024 – Ray Wilkerson | President, Ray Wilkerson Companies, Inc.

2023 – Fred Heldenfels IV | President and CEO, Heldenfels Enterprises, Inc.

2022 – Alan Graham | Founder and CEO, Mobile Loaves & Fishes

2021 – Elizabeth Christian | CEO, Elizabeth Christian Public Relations

2019 – Clarke Heidrick | Partner, McGinnis Lochridge

2018 – Tim Crowley | Austin Region President, Frost Bank

2017 – David Roche | Managing Principal, Endeavor Real Estate Group

2016 – Tim Taylor | Partner, Jackson Walker

2015 – William H. McRaven | Chancellor, University of Texas System

2014 – Tim Timmerman | Chair, Lower Colorado River Authority

2013 – John Sharp | Chancellor, Texas A&M System

2012 – William Powers, Jr. | President, The University of Texas at Austin

2011 – Joe Holt | Chair, JP Morgan Chase

2010 – Bobby and Jimmy Gregory | Co-Owners, Texas Disposal Systems

2009 – Gary Farmer | Principal, Heritage Title

2008 – Frank Denius | #1 Longhorn Fan

2007 – Rick Perry | Governor, State of Texas

2006 – DeLoss Dodds | University of Texas Athletics Director

2005 – Pete and Tomi Winstead | Community Leaders

2004 – Gus Garcia | Former Mayor of Austin



DISTINGUISHED  
CITIZEN AWARD

**SPONSORSHIP LEVELS AND BENEFITS****PLATINUM EAGLE - \$25,000**

Premiere reserved seating for 30 (3 tables). Valet parking. Admittance to VIP Reception for 20 table guests. Opportunity to welcome guests from the podium. Full-page color ad in program. Logo on all event collateral including website, emails, visual presentation, and signage.

**VIP RECEPTION - \$20,000 (only one available)**

Premiere reserved seating for 20 (2 tables). Valet parking. Admittance to VIP Reception for 20 table guests. Exclusive signage inside the VIP Reception. Half-page color ad in program. Logo on all event collateral including website, emails, visual presentation, and signage.

**GOLDEN EAGLE - \$15,000**

Premiere reserved seating for 20 (2 tables). Valet Parking. Admittance to VIP Reception for 10 table guests. Half-page color ad in program. Formal recognition from the podium during the event. Logo on all event collateral including website, emails, visual presentation, and signage.

**SILVER EAGLE - \$10,000**

Prominent reserved seating for 20 (2 tables). Valet Parking. Admittance to VIP Reception for 5 table guests. Quarter-page color ad in program. Logo on event website and signage.

**BRONZE EAGLE - \$6,000**

Reserved seating for 10 (1 table). Quarter-page color ad in program. Logo on event signage.

**EAGLE - \$3,000**

Reserved seating for 10 (1 table). Personal or company name listed on event signage and event program.



MAKE AND PAY  
YOUR 2025  
SPONSORSHIP  
ONLINE!

SCAN THIS  
CODE WITH  
YOUR PHONE.

**Yes! We will sponsor the 2025 Distinguished Citizen Award Luncheon**

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FIRST NAME

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LAST NAME

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COMPANY NAME

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PHONE

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EMAIL ADDRESS

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BILLING STREET ADDRESS

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CITY

---

STATE

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ZIP CODE

SPONSORSHIP LEVEL:

☐ PLATINUM EAGLE ☐ VIP RECEPTION ☐ GOLDEN EAGLE ☐ SILVER EAGLE  
☐ BRONZE EAGLE ☐ EAGLE



## THE SCOUTING AUDIENCE



5.8K followers



5.1K weekly visitors



846 followers



27K+ distribution



398 followers



748 subscribers



Make your sponsorship commitment by visiting our website at [www.thedistinguishedcitizen.com](http://www.thedistinguishedcitizen.com) and selecting “purchase now” or “get invoiced.” Or, fill and save the form in this packet and return it by email to [andra.allen@scouting.org](mailto:andra.allen@scouting.org).

SECURE YOUR  
SPONSORSHIP

Sponsorship commitments, logos, and program ads are due by Monday, February 3, 2025 to [andra.allen@scouting.org](mailto:andra.allen@scouting.org).



SCOUTING AMERICA  
CAPITOL AREA COUNCIL  
12500 N IH 35  
AUSTIN, TX 78753