



Baton Rouge Area Chamber®

David E. Roberts Center for Economic Development

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BRAC.ORG

BRAC SPONSORSHIP PROSPECTUS 2021

MONTHLY BUSINESS WEBINAR SPONSOR

Each Monthly Business Webinar will feature a keynote speaker or panel. There will be 12 webinars in 2021, held monthly, providing investors the opportunity to learn about relevant topics and community issues. The Business Webinars will occur on the third Tuesday of every month except in the case of a holiday conflict. The average attendance for business webinars ranged between 50-300 attendees in 2020.

Dates:

- January 19
- February 9
- March 16
- April 20
- May 18
- June 15
- July 20
- August 17
- September 21- Health and Innovation presented by BCBSLA
- October 19
- November 16
- December 14

\$4,000 Presenting Sponsor (includes 12 webinars; one available)

- ✓ Recognition in the name of the event and in all digital marketing and Facebook events
- ✓ Opportunity to deliver remarks at the beginning of the webinar (1-2 minutes)
- ✓ Logo to appear on the registration page
- ✓ Logo to appear behind the moderator on the webinar
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all registrants

\$2,000 Supporting Sponsor (includes 12 webinars)

- ✓ Recognition in all digital marketing and Facebook events
- ✓ Logo to appear on the registration page
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all registrants

SMALL BUSINESS WEBINAR SPONSOR

Each Small Business Webinar will feature a small business-focused speaker or panel. There will be six Small Business Webinars in 2021, providing investors the opportunity to learn about small business-related topics and issues. The Small Business Webinars will occur on the first Wednesday of every month except in the case of a holiday conflict.

Dates:

- February 3
- April 7
- June 2
- August 4
- October 6
- December 1

\$2,500 Premier Sponsor (includes six webinars)

- ✓ Recognition in all digital marketing and Facebook events
- ✓ Opportunity to deliver remarks at the beginning of the webinar (1-2 minutes)
- ✓ Logo to appear on the registration page
- ✓ Logo to appear behind the moderator on the webinar
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all registrants

SIGNATURE SPEAKER WEBINAR SPONSOR

The Signature Speaker Webinar is an extension of BRAC's Monthly Business Webinar series, and features speakers of national renown on global business issues.

Date:

- May 5

\$3,000 Presenting Sponsor (one available)

- ✓ Recognition in the name of the event and in all digital marketing and Facebook events
- ✓ Opportunity to deliver remarks at the beginning of the webinar (1-2 minutes)
- ✓ Logo to appear on the registration page
- ✓ Logo to appear behind the moderator on the webinar
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all registrants
- ✓ Logo on event platform
- ✓ 8 complimentary tickets

\$1,500 Supporting Sponsor

- ✓ Recognition in all digital marketing and Facebook events
- ✓ Logo to appear on the registration page

- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all registrants
- ✓ 4 complimentary tickets

ANNUAL MEETING WEBINAR SPONSOR

BRAC's Annual Meeting, previously known as BRAC's Annual Shareholders' Meeting, celebrates the successes of the region, confers annual awards, and outlines BRAC's major initiatives for the year ahead.

Date:

- March 31

\$3,000 Presenting Sponsor (one available)

- ✓ Recognition in the name of the event and all digital marketing and Facebook events
- ✓ Opportunity to deliver remarks at the beginning of the webinar (1-2 minutes)
- ✓ Logo to appear on the registration page
- ✓ Logo to appear behind the moderator on the webinar
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all registrants
- ✓ Logo on event platform
- ✓ 8 complimentary tickets

\$1,500 Supporting Sponsor

- ✓ Recognition in all digital marketing and Facebook events
- ✓ Logo to appear on the registration page
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all registrants
- ✓ 4 complimentary tickets

DIVERSITY IN BUSINESS SPONSOR

BRAC's annual Diversity in Business event seeks to promote the business case for diversity and inclusion while offering thought leadership and practical application for business leaders. BRAC's Diversity Star Award is bestowed at the event, in recognition of a regional business that has championed diversity and inclusion in their business or in the community. In 2020, the event attendance was over 175 attendees virtually.

Date:

- Second week of August

\$3,000 Presenting Sponsor (one available)

- ✓ Recognition in the name of the event and all digital marketing and Facebook events
- ✓ Opportunity to deliver remarks at the beginning of the webinar (1-2 minutes)

- ✓ Logo to appear on the registration page
- ✓ Logo to appear behind the moderator on the webinar
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all registrants
- ✓ Logo on event platform
- ✓ 8 complimentary tickets

\$1,500 Supporting Sponsor

- ✓ Recognition in all digital marketing and Facebook events
- ✓ Logo to appear on the registration page
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all registrants
- ✓ 4 complimentary tickets

***VIRTUAL ECONOMIC DEVELOPMENT SUMMIT SPONSORSHIP**

BRAC, in partnership with the eight regional economic development organizations throughout the state, will host the sixth annual Statewide Economic Development Summit. The goal of the Statewide Economic Development Summit is simple: to strengthen the state's economy through shared ideas and business practices.

Date:

- November 9 and 11

\$5,000 Presenting Sponsor (one available)

- ✓ Recognition in the name of the event and in all marketing
- ✓ Opportunity to deliver remarks at the beginning of the summit (1-2 minutes)
- ✓ Logo to appear on the registration page
- ✓ Logo to appear behind the moderator during sessions
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all registrants
- ✓ Logo on event platform
- ✓ Complimentary registration for 20 attendees

\$3,000 Keynote Speaker Sponsor (one available)

- ✓ Recognition as exclusive Sponsor for the session of the keynote
- ✓ Inclusion in select event marketing
- ✓ Logo on event collateral
- ✓ Opportunity to introduce keynote speaker
- ✓ Complimentary registration for 8 attendees

\$2,500 App Sponsor (one available)

- ✓ Recognition as exclusive App Sponsor for the event
- ✓ Inclusion in select event marketing
- ✓ Logo on event collateral

- ✓ Complimentary registration for 7 attendees

\$2,000 Supporting Sponsor

- ✓ Inclusion in select event marketing
- ✓ Logo on event collateral
- ✓ Complimentary registration for 5 attendees

\$1,500 “Coffee Break” Sponsor (one available)

- ✓ Recognition as exclusive Coffee Break Sponsor for event
 - Coffee Break - “networking” experience through App
- ✓ Inclusion in select event marketing
- ✓ Logo on event collateral
- ✓ Complimentary registration for 3 attendees

*If a hybrid or in-person format is pursued, sponsorship levels will be adjusted accordingly.

LEADERSHIP BATON ROUGE SPONSORSHIP

Leadership Baton Rouge was founded in 1985 as a program of BRAC to prepare a diverse group of professionals for leadership positions in the community. There are now over 1,100 graduates of the program, many of whom serve in leadership positions on boards, commissions, and hold federal, state and local public offices. Because Leadership Baton Rouge focuses on key areas of concern, graduates leave the program with first-hand knowledge of the issues facing our region and the potential for a positive community experience through volunteerism. Leadership Baton Rouge is a 11-month program that runs from January to November each year. A group of approximately 40 candidates is selected via a competitive application process.

Dates:

- January 22-23
- February 26
- March 19
- April 16
- May 21
- June 18
- July 16
- August 20
- September 17
- October 15
- November 19

\$3,500 Presenting Program Sponsor (three available)

- ✓ Recognition in the name of all sessions
- ✓ Recognition in all marketing for the program
- ✓ Opportunity to deliver remarks at the beginning of webinars (1-2 minutes)
- ✓ Logo to appear on session materials.
- ✓ Logo to appear behind the moderator on the webinar.
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all participants.

\$1,000 Supporting Session Sponsor (five available)

- ✓ Recognition in all marketing for an individual session
- ✓ Logo to appear on session materials.
- ✓ Opportunity to deliver remarks at the beginning of the webinar (1-2 minutes)
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all participants.

CAMPAIGN LAUNCH SPONSORSHIP

BRAC will unveil its new regional strategic plan at this flagship event, launching the next set of big goals the organization will pursue in collaboration with the regional business community. This event happens once every five years, and will bring together the leaders and changemakers of Baton Rouge.

Date:

- January 2022

\$6,500 Presenting Sponsor (one available)

- ✓ Recognition in the name of the event
- ✓ Recognition during the event
- ✓ Opportunity to deliver remarks
- ✓ Sponsor table
- ✓ Inclusion in all event marketing
- ✓ Logo in event collateral
- ✓ Inclusion in press release
- ✓ Complimentary registration for eight attendees
- ✓ Opportunity to attach an offer or information on the follow up email or slide deck that is sent to all participants.

\$5,000 Cocktail sponsor (one available)

- ✓ Recognition during the event
- ✓ Sponsor table
- ✓ Logo on event collateral
- ✓ Inclusion in press release
- ✓ Inclusion in select event marketing
- ✓ Input on the selection of the reception's signature cocktail

- ✓ Signage on event bar
- ✓ Complimentary registration for eight attendees

\$4,000 Premier Sponsor

- ✓ Recognition during the event
- ✓ Sponsor table
- ✓ Logo on event collateral
- ✓ Inclusion in press release
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for eight attendees

\$2,500 Supporting Sponsor

- ✓ Recognition during the event
- ✓ Logo on event collateral
- ✓ Inclusion in press release
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for five attendees