



Baton Rouge Area Chamber®

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BRAC.ORG

BRAC SPONSORSHIP PROSPECTUS 2022

HAPPY HOURS

Business leaders across the Capital Region are hungry for in-person networking opportunities. To meet this frequent request, BRAC will host six Happy Hours in 2022 that are light on programming, and heavy on relationship-building. Current and prospective BRAC investors will be invited to the Happy Hours, hosted around the region at BRAC investor restaurant and/or bar establishments.

Date:

- January, March, May, July, September, November

\$5,000 Presenting Sponsor (6 Happy Hours included)

- ✓ Recognition in the name of the event and in all digital marketing and Facebook events
- ✓ Opportunity to deliver remarks at the beginning of the Happy Hour (1-2 minutes)
- ✓ Logo to appear on the registration page
- ✓ Logo on sponsor banner
- ✓ Sponsor table to set up at the event
- ✓ Opportunity to attach an offer or information on the follow up email that is sent to all registrants

\$2,500 Supporting Sponsor (6 Happy Hours included)

- ✓ Recognition in all digital marketing and Facebook events
- ✓ Logo to appear on the registration page
- ✓ Recognition on sponsor banner
- ✓ Sponsor table to set up at the event
- ✓ Opportunity to attach an offer or information on the follow up email that is sent to all registrants

CAMPAIGN LAUNCH CELEBRATION

BRAC will unveil its new regional strategic plan at this flagship event, held once every five years. The event will publicly launch the next set of big goals the organization will pursue in collaboration with the regional business community. This will be BRAC's largest event of 2022, bringing together business leaders, elected officials, and civic changemakers.

Date:

- February 3, 2022

\$15,000 Bring It! Premier Sponsor (one available)

- ✓ Exclusive VIP lounge sponsor
- ✓ Recognition during the event
- ✓ Opportunity to deliver remarks
- ✓ Sponsor table to set up at the event
- ✓ Inclusion in all event marketing
- ✓ Logo in event collateral
- ✓ Inclusion in press release
- ✓ Complimentary registration for 10 attendees with access to VIP lounge
- ✓ Opportunity to attach an offer or information on the follow up email that is sent to all participants.

\$7,500 Cocktail Sponsor (one available)

- ✓ Recognition during the event
- ✓ Sponsor table to set up at the event
- ✓ 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 bars
- ✓ Complimentary registration for 8 attendees with access to VIP lounge

\$5,000 Platinum Sponsor (unlimited)

- ✓ Recognition during the event
- ✓ Sponsor table to set up at the event
- ✓ Logo on event collateral
- ✓ Inclusion in press release
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 6 attendees with access to VIP lounge

\$3,500 Gold Sponsor (unlimited)

- ✓ Recognition during the event
- ✓ Logo on event collateral
- ✓ Inclusion in press release
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 4 attendees with access to VIP lounge

REGIONAL COUNCILS

BRAC's regional council is an exclusive quarterly briefing and networking opportunity for campaign investors at and above the \$15k investment tier. Top company executives are briefed on priority issue areas by subject matter experts and given the opportunity to network with regional decision makers. This sponsorship is an opportunity to put your business in front of this exclusive audience.

Date:

- March, June, September, November

\$5,000 Presenting Sponsor (four available, one for each meeting)

- ✓ Event-exclusive sponsorship opportunity
- ✓ Opportunity to deliver brief remarks prior to the meeting
- ✓ Recognition during the meeting
- ✓ Sponsor table to set up at the event
- ✓ Recognition in event invitation
- ✓ Logo on RSVP page

BRING IT 225 YOUNG PROFESSIONALS CONFERENCE

A brand-new event, Bring It 225 will be a one-day conference for interns and young professionals in the Baton Rouge Area. There will be breakout sessions highlighting: Teamwork, Collaboration, Professionalism, Work Ethic, Oral and Written Communication, Critical Thinking, and Problem Solving. Partnering with Forum 225, the region's largest young professionals' organization, on the event will allow each registrant networking opportunities with other professionals who represent the best Baton Rouge has to offer. This event will serve as BRAC's flagship event under its goal to retain young professionals in the Capital Region.

Date:

- May 26, 2022

\$15,000 Presenting Sponsor

- ✓ Recognition in the name of the event and in all digital marketing and Facebook promotion
- ✓ Opportunity to deliver remarks at the beginning of the conference
- ✓ Logo to appear on registration page
- ✓ Inclusion in Press Release
- ✓ Sponsor table to set up at the event
- ✓ Opportunity to attach an offer or information to the follow-up email that will go out to all registrants
- ✓ Recognition during the event
- ✓ Logo on event collateral
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 10 attendees

\$7,500 Supporting Sponsor (Breakfast and Lunch) (2 available)

- ✓ Logo to appear on the registration page
- ✓ Opportunity to attach an offer or information to the follow-up email that will go out to all registrants
- ✓ Opportunity to deliver remarks at the beginning of breakfast or lunch session

- ✓ Sponsor table to set up at the event
- ✓ Recognition during the event
- ✓ Logo on event collateral
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 5 attendees

\$4,000 Social Hour Sponsor (Hosted by Forum 225 in conjunction with event)

- ✓ Signage on event bar
- ✓ Recognition during the event
- ✓ Logo on event collateral
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 3 attendees

\$2,000 Coffee/Snack Break Sponsor (multiple available)

- ✓ Recognition as exclusive break sponsor for event
- ✓ Recognition during the event
- ✓ Logo on event collateral
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 2 attendees

\$1,000 Bring It 225 Partner (unlimited)

- ✓ General sponsor
- ✓ Recognition during the event
- ✓ Inclusion on event collateral
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 1 attendee

\$150 Equitable Access Sponsor (creates scholarship funds for minority and small business owners to send interns and young professionals to the event)

- ✓ Inclusion in press release
- ✓ Recognition during the event
- ✓ Inclusion on event collateral
- ✓ Inclusion in select event marketing

DIVERSITY IN BUSINESS

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. This event will be moving to a half day conference format with breakout sessions and a keynote. BRAC's Diversity Star Award is bestowed at the event, in recognition of businesses that have championed diversity and inclusion within the region.

Date:

- August 2022

\$15,000 Presenting Sponsor (one available)

- ✓ Recognition in the name of the event and in all digital marketing and Facebook events
- ✓ Recognition during the event
- ✓ Opportunity to deliver remarks
- ✓ Sponsor table to set up at the event
- ✓ Inclusion in all event marketing
- ✓ Logo in event collateral
- ✓ Inclusion in press release
- ✓ Complimentary registration for 10 attendees
- ✓ Opportunity to attach an offer or information on the follow up email that is sent to all participants

\$7,500 Premier Sponsor (unlimited)

- ✓ Recognition during the event
- ✓ Logo to appear on the registration page
- ✓ Sponsor table to set up at the event
- ✓ Inclusion in all event marketing
- ✓ Inclusion in press release
- ✓ Complimentary registration for 5 attendees
- ✓ Opportunity to attach an offer or information on the follow up email that is sent to all participants

\$4,000 Supporting Sponsor (unlimited)

- ✓ Recognition in all digital marketing and Facebook events
- ✓ Logo to appear on the registration page
- ✓ Complimentary registration for 3 attendees
- ✓ Opportunity to attach an offer or information on the follow up email that is sent to all participants

REGIONAL CANVAS BENCHMARKING WORKSHOP

Baton Rouge Area business and community leaders will make their eleventh trip in 2022 to reflect on important policy issues facing the Capital Region and learn how the destination region addresses similar matters. The Regional Canvas Benchmarking Workshop will be an effort by BRAC in conjunction with the Office of Mayor-President of East Baton Rouge. Business leaders from the Capital Region and surrounding areas are expected to participate. This workshop is expected to draw a diverse group of participants. Sponsors will be recognized in multiple ways both before and during the trip.

Date:

- November 2022

\$15,000 Hospitality Sponsor (one available)

- ✓ Exclusive sponsorship of the hotel hospitality suite
- ✓ Recognition on signage in the hospitality suite
- ✓ Opportunity to make remarks during the first night of the hospitality suite
- ✓ Opportunity to provide promotional items at the hospitality suite
- ✓ Recognition on the Canvas website
- ✓ Recognition on the Canvas agenda
- ✓ Inclusion in press release

\$9,000 Dinner Sponsor (two available)

- ✓ Recognition on canvas website
- ✓ Recognition on canvas agenda
- ✓ Exclusive sponsorship of one dinner event
- ✓ Recognition on signage at the event
- ✓ Opportunity to deliver remarks
- ✓ Logo recognition on menu cards and/or food stations if available

\$5,000 Lunch Sponsor (three available)

- ✓ Recognition on canvas website
- ✓ Recognition on canvas agenda
- ✓ Exclusive sponsorship of one lunch event
- ✓ Recognition on signage at the event
- ✓ Opportunity to deliver remarks
- ✓ Logo recognition on menu cards and/or food stations if available

\$3,000 Transit Sponsor (two available)

- ✓ Recognition on canvas website
- ✓ Recognition on canvas agenda
- ✓ Opportunity to provide an item on the flight or bus

\$1,500 Refreshment Sponsor (two available)

- ✓ Recognition on canvas website
- ✓ Recognition on canvas agenda
- ✓ Recognition on signage during refreshment break

ECONOMIC OUTLOOK EVENT

An exclusive presentation of BRAC's annual Economic Outlook report, the market standard for annual regional economic data. Invited attendees are limited to BRAC's Campaign Investors. The event includes high-quality networking and the first opportunity to hear the data in the Economic Outlook report.

Date:

- December 2022

\$3,500 Presenting Sponsor (one available)

- ✓ Recognition in the name of the event
- ✓ Opportunity to deliver remarks
- ✓ Recognition during the event
- ✓ Sponsor table to set up at the event
- ✓ Inclusion in event invitation
- ✓ Logo on RSVP page
- ✓ Logo in event collateral
- ✓ Invitation for 5 company representatives

\$2,000 Premier Sponsor (unlimited)

- ✓ Recognition during the event
- ✓ Logo on RSVP page
- ✓ Recognition on event invitation
- ✓ Sponsor table to set up at the event
- ✓ Invitations for 2 company representatives

YEAR-END PROJECT WIN RECEPTION

Annual networking celebration of new regional project announcements and expansions. Attendees include top company executives of BRAC's Campaign Investors at and above the \$10k investment tier and representatives of businesses that announced new entry or expansion of existing presence in the Capital Region.

Date:

- December 2022

\$5,000 Presenting Sponsor (one available)

- ✓ Recognition in the name of the event
- ✓ Opportunity to deliver remarks
- ✓ Recognition during the event
- ✓ Sponsor table to set up at the event
- ✓ Inclusion in event invitation
- ✓ Logo on RSVP page
- ✓ Logo on event collateral
- ✓ Invitations for 5 company representatives

\$2,500 Premier Sponsor (unlimited)

- ✓ Recognition during the event
- ✓ Logo on RSVP page
- ✓ Recognition on event invitation
- ✓ Sponsor table to set up at the event
- ✓ Invitations for 2 company representatives