



# Baton Rouge Area Chamber®

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BRAC.ORG

## BRAC SPONSORSHIP PROSPECTUS 2023

### HAPPY HOURS

BRAC will host six Happy Hours in 2023 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.

#### *Dates:*

- January 25, March 15, May 3, July 12, September 20, November 8, 2023

#### *Estimated attendance:*

- 75-100 attendees per event

\$5,000 Presenting Sponsor (six Happy Hours included) (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 Happy Hour (1-2 minutes)
- ✓ Logo to appear on the registration page
- ✓ Logo on sponsor banner
- ✓ Sponsor table to setup 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) (six available)

- ✓ Recognition in all digital marketing and Facebook events
- ✓ Logo to appear on the registration page
- ✓ Recognition on sponsor banner
- ✓ Sponsor table to setup at the event

### EXECUTIVE REGIONAL COUNCIL MEETINGS

BRAC's Regional Council Meeting 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 29, May 23, July 18, October 9, 2023

*Estimated attendance:*

- 60-80 attendees per event

\$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
- ✓ Recognition in event invitation
- ✓ Logo to appear on the registration page
- ✓ Logo to appear on printed materials

\$2,500 Coffee Sponsor (four available, one for each meeting)

- ✓ Event-exclusive sponsorship opportunity
- ✓ Recognition during the meeting
- ✓ Recognition in event invitation
- ✓ Logo to appear on the registration page
- ✓ Logo to appear on printed materials
- ✓ Logo to appear at coffee station

**WASHINGTON MARDI GRAS**

BRAC hosts a cocktail reception during Washington Mardi Gras every year to allow business leaders and elected officials the opportunity to network. Traditionally, the reception is held directly preceding Louisiana Alive, one of the premier events of the week.

*Date:*

- January 26, 2023

\$5,500 Presenting Sponsorship (SOLD)

- ✓ Recognition in the name of the event
- ✓ Sponsor table
- ✓ Opportunity to deliver remarks
- ✓ Logo on event collateral
- ✓ Recognition during the event
- ✓ Two tickets to the economic development luncheon

\$3,500 Premier Sponsorship (unlimited)

- ✓ Logo on event collateral
- ✓ Recognition during the event
- ✓ Two tickets to the economic development luncheon

## ANNUAL MEETING

BRAC's Annual Meeting is our premier networking event of the year! The event celebrates the successes of the region, confers annual awards, and outlines BRAC's major initiatives for the year ahead.

*Date:*

- March 3, 2023

*Estimated attendance:*

- 450-600 attendees

\$15,000 Presenting Sponsor (one available)

- ✓ Recognition in the name of the event
- ✓ Opportunity to deliver remarks
- ✓ Inclusion in all event marketing
- ✓ Logo in event collateral
- ✓ Logo on all signage
- ✓ Inclusion in press release
- ✓ Complimentary table registration

\$7,500 Cocktail Sponsor (one available)

- ✓ Recognition during 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 table registration

\$5,000 Platinum Sponsor (unlimited)

- ✓ Recognition during the event
- ✓ Logo on event collateral
- ✓ Inclusion in press release
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 6 attendees

\$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

## YOUNG PROFESSIONALS SUMMIT

The second annual Baton Rouge Young Professionals Summit will be hosted by BRAC and Forum 225, Baton Rouge's largest young professionals' organization, to give YPs a space to grow professionally and personally, while also learning more about the Baton Rouge Area. The 2022 inaugural event sold out with over 200 participants. The goal of the event is to acclimate YPs to the area and encourage them to plant roots and start careers in Baton Rouge.

*Date:*

- June 28 - 29, 2023

*Estimated attendance:*

- 300-400 attendees

\$10,000 Presenting Sponsor (one available)

- ✓ Recognition in the name of the event and in all digital marketing
- ✓ Opportunity to deliver remarks at the beginning of the conference
- ✓ Logo to appear on registration page
- ✓ Inclusion in press release
- ✓ Opportunity to attach an offer or information to the follow-up email that will go out to all registrants
- ✓ Logo on event collateral
- ✓ Inclusion in all event marketing
- ✓ Complimentary registration for 10 attendees

\$7,500 Lunch Sponsor (one 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 lunch session
- ✓ Logo on event collateral
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 5 attendees

\$5,000 Social Hour Sponsor (hosted by Forum 225 in conjunction with event)  
(one available)

- ✓ Signage on event bar
- ✓ Opportunity to deliver remarks during the social hour
- ✓ Recognition during the event
- ✓ Logo on event collateral
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 3 attendees

\$4,000 Breakfast Sponsor (one available)

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

\$2,000 Bring It! Sponsor (multiple available)

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

\$1,500 Swag Sponsor (multiple available)

- ✓ Recognition as general sponsor for event
- ✓ Recognition during the event
- ✓ Logo on nametag as swag sponsor
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 1 attendee

\$1,000 Storyteller Sponsor (multiple available)

- ✓ Recognition as general sponsor for event
- ✓ Recognition during the event
- ✓ Logo on video testimonial signage
- ✓ Inclusion in select event marketing
- ✓ Complimentary registration for 1 attendee

## **ECONOMIC INCLUSION SYMPOSIUM**

BRAC's annual Economic Inclusion Symposium is a half-day conference that speaks to a wide range of individuals, including C-suite executives, diversity and inclusion practitioners, small business owners, HR professionals, and minority- and women-business owners. The event features a keynote presentation, breakout sessions, and a minority-owned business vendor connection showcase. At the event, BRAC also bestows its annual Diversity Star Award in recognition of businesses that have championed diversity and inclusion within the region.

*Date:*

- August 2023

*Estimated attendance:*

- 300-400 attendees

\$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
- ✓ Opportunity for table setup at the opening reception
- ✓ Inclusion in all event marketing
- ✓ Logo in event collateral
- ✓ Inclusion in press release
- ✓ Complimentary registration for one table

\$10,000 Small Business Opening Reception Sponsor (one available)

- ✓ Recognition during the opening reception
- ✓ Opportunity to deliver remarks at the opening reception
- ✓ Opportunity for table setup at the opening reception
- ✓ Inclusion in select event marketing
- ✓ Logo in event collateral
- ✓ Inclusion in press release
- ✓ Complimentary registration for one table

\$7,500 Premier Sponsor (unlimited)

- ✓ Recognition during the event
- ✓ Opportunity for table setup at the opening reception
- ✓ Logo to appear on the registration page
- ✓ Inclusion in select event marketing
- ✓ Inclusion in press release
- ✓ Complimentary registration for 5 attendees

\$3,500 Supporting Sponsor (unlimited)

- ✓ Recognition in select event marketing
- ✓ Logo to appear on the registration page
- ✓ Complimentary registration for 3 attendees

### **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 6, 2023

*Estimated attendance:*

- 100-150 attendees

- \$3,500 Presenting Sponsor (one available)
- ✓ Recognition in the name of the event
  - ✓ Opportunity to deliver remarks
  - ✓ Recognition during 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
  - ✓ Invitation for 2 company representatives

### **BIG WINS BASH**

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 14, 2023

*Estimated attendance:*

- 200-300 attendees

- \$7,500 Presenting Sponsor (one available)
- ✓ Recognition in the name of the event
  - ✓ Opportunity to deliver remarks
  - ✓ Recognition during the event
  - ✓ Inclusion in event invitation
  - ✓ Logo on RSVP page
  - ✓ Logo on event collateral
  - ✓ Invitation for 5 company representatives

- \$5,000 Cocktail Sponsor (one available)
- ✓ Recognition during the event
  - ✓ Logo on RSVP page
  - ✓ Inclusion in event invitation
  - ✓ Input on the selection of the reception's signature cocktail
  - ✓ Signage on event bars
  - ✓ Invitation for 3 company representatives

\$2,500 Premier Sponsor (unlimited)

- ✓ Recognition during the event
- ✓ Logo on RSVP page
- ✓ Recognition on event invitation
- ✓ Invitation for 2 company representatives

### **LEADERSHIP BATON ROUGE**

Leadership Baton Rouge was founded as a BRAC program in 1985 to prepare a diverse group of professionals for leadership positions in the community. There are now over 1,400 graduates of the program, many of whom serve in leadership positions on boards, commissions, and hold federal, state and local public offices.

*Dates:*

- January 20-21, 2023
- February 10, 2023
- March 17, 2023
- April 21, 2023
- May 19, 2023
- June 23, 2023
- July 21, 2023
- August 18, 2023
- September 15, 2023
- October 20, 2023
- November 9-10, 2023\*

*Estimated class participants:*

- 40-45 participants

\$5,000 Title Sponsor (one available)

- ✓ Exclusive title sponsor of the Leadership Baton Rouge Class of 2023
- ✓ Recognition in press release
- ✓ Opportunity to participate in two sessions\*
- ✓ Recognition at each session
- ✓ Four complimentary tickets to LBR graduation
- ✓ Recognition at LBR graduation

\$2,000 Social Sponsor (four available – one per quarter)

- ✓ Opportunity to participate in one session\*
- ✓ Exclusive host of a class social after session
- ✓ Recognition at LBR graduation



\$500 Participant Scholarships + Program Supporters

- ✓ Ensures program is accessible to all
- ✓ Supports an exceptional experience for LBR fellows
- ✓ Verbal recognition at LBR graduation

\*Session(s) to be determined by facilitator

### **REGIONAL CANVAS BENCHMARKING WORKSHOP**

Baton Rouge Area business and community leaders will make their twelfth trip in 2024 to reflect upon 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:*

- 2024

*Estimated attendance:*

- 90-120 attendees

\$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 (two 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 Session Sponsor (multiple available)

- ✓ Exclusive sponsorship of a particular session on agenda
- ✓ Opportunity to deliver remarks during session
- ✓ Recognition on signage at the event
- ✓ Recognition on Canvas website
- ✓ Recognition on Canvas agenda

\$1,500 Refreshment Sponsor (two available)

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

## BRAC SPONSORSHIP PROSPECTUS 2023 – PRODUCTS & MARKETING

The below product and marketing sponsorships are a great way to gain exposure for your business with the BRAC investor community.

### WEEKLY “THINGS TO KNOW” EMAIL

The weekly email is how BRAC investors stay informed. This email is sent to the entire BRAC investor database, reaching over 2,000 business owners and executives. Things To Know is the place to stay up to date on local business-related topics and happenings across the Region.

#### *Duration:*

- 4-week banner available – 620px x 120 px banner

*Advertisement can be linked directly to advertisers webpage*

- 75-100 attendees per event

#### *Price*

- \$2,000/4 week period



**Protect your business and invest in your community's safety.**   
Adopt a camera for your business now. **LEARN MORE >>**

### RESEARCH & INSIGHTS

BRAC’s Business Intelligence team conducts demographic research, workforce benchmarking and economic impact modeling that leads to various reports and insights shared throughout the Capital Region’s business community. Below are a list of reports and sponsorship opportunities.

#### *Economic Indicator Dashboard*

- Distributed 11 of 12 months annually
- Sponsors recognition as “presented by” listed at the top of report with logo; logo on bottom
- \$1000/month

#### *EBR Public Schools Enrollment Report*

- One-Time Distribution
- Sponsors Name listed at the top of report (brought to you by); logo on bottom
- \$1000

## **PUBLIC POLICY**

### *Capitol 411 Newsletter*

This electronic publication is distributed to more than 2,000 investors weekly during the legislative session in an effort to keep readers informed on BRAC's legislative positions and relevant updates.

- Distributed weekly
- Sponsors recognition as "presented by" listed at the top of the email
- Sponsorship available - \$3,000/legislative session