



CAMPAIGN INVESTOR LEVELS AND BENEFITS

LEADERSHIP ENGAGEMENT	EXECUTIVE INVESTOR \$100,000+	BOARD INVESTOR \$50,000+	DEVELOPMENT INVESTOR \$25,000+	REGIONAL INVESTOR \$15,000+	NETWORKING INVESTOR \$10,000+	SUPPORTING INVESTOR \$5,000+
Invitation to CEO Leadership Group*	●					
Eligible for Consideration to Serve on Executive Committee	●	●				
Invitation to Serve on Board of Directors	●	●	●(1)**			
Annual Visit with BRAC President and CEO	●	●	●			
Invitation to Serve on Business Development Advisory Council	●	●	●			
Invitation to Serve on Regional Council	●	●	●	●	●(1)**	
Invitation for HR Decision Maker to Serve on Talent Action Collaborative	●	●	●	●	●	●

*Dependent on Cash Investment **Invitation to Attend One Meeting

INFORMATION & SERVICES	EXECUTIVE INVESTOR \$100,000+	BOARD INVESTOR \$50,000+	DEVELOPMENT INVESTOR \$25,000+	REGIONAL INVESTOR \$15,000+	NETWORKING INVESTOR \$10,000+	SUPPORTING INVESTOR \$5,000+
Confidential Economic Development Briefing for your Core Team	●	●	●			
50% Discount on Custom BRAC Research	●	●	●	●		
BRAC Investor Mailing List with Emails for Marketing Purposes	●	●	●	●		
Complimentary Customized Talent Recruitment Tour	●(3)	●(3)	●(2)	●(1)	●(1)	
Annual One-on-One Visit with BRAC Staff Member	●	●	●	●	●	●
Receive BRAC CEO Email Briefings	●	●	●	●	●	●

BUSINESS DEVELOPMENT & NETWORKING	EXECUTIVE INVESTOR \$100,000+	BOARD INVESTOR \$50,000+	DEVELOPMENT INVESTOR \$25,000+	REGIONAL INVESTOR \$15,000+	NETWORKING INVESTOR \$10,000+	SUPPORTING INVESTOR \$5,000+
Complimentary Table at BRAC's Annual Meeting	●	●				
Invitation to Assist with Business Attraction Opportunities	●(3)	●(2)	●(1)			
Inclusion in Business Development Resource Guide	●	●	●	●	●	
Invitation to Year-End Project Win Reception	●	●	●	●	●	
Invitation to Exclusive Campaign Investor Events	●	●	●	●	●	●
Invitation to Economic Outlook Presentation	●	●	●	●	●	●
25% Discount on Young Professionals' Organization Forum 225's Red Stick Corporate Partner Membership	●	●	●	●	●	●

BRAND RECOGNITION	EXECUTIVE INVESTOR \$100,000+	BOARD INVESTOR \$50,000+	DEVELOPMENT INVESTOR \$25,000+	REGIONAL INVESTOR \$15,000+	NETWORKING INVESTOR \$10,000+	SUPPORTING INVESTOR \$5,000+
Logo Recognition on BRAC's Website	●					
Highlighted Profile in BRAC's Business Directory	●	●	●	●	●	●
Recognition in BRAC-Controlled Media	●	●	●	●	●	●
Recognition in BRAC's Building Entry Video	●	●	●	●	●	●





ENGAGEMENT OPPORTUNITIES AT EVERY LEVEL

BUSINESS DEVELOPMENT ADVISORY COUNCIL *(\$25k+ Commitment)*

Investors discuss ongoing business climate conditions affecting the region and provide feedback concerning Business Development team plans, programs, and initiatives. Meetings feature a guest speaker as well as a review of current prospects and target industry trends.

RECOMMENDED REPRESENTATIVE: Senior Team Member | **MEETS:** Monthly

REGIONAL COUNCIL *(\$15k+ Commitment)*

Top executives are briefed on priority issue areas by subject matter experts and given the opportunity to network with regional decision makers.

RECOMMENDED REPRESENTATIVE: CEO or Executive Team Member | **MEETS:** Quarterly

TALENT ACTION COLLABORATIVE *(\$5k+ Commitment)*

Human Resources leadership from businesses and major educational institutions from across the region meet to create greater alignment throughout the entire talent pipeline, with special attention paid to emerging and high-demand industry sectors.

RECOMMENDED REPRESENTATIVE: Senior HR Staff | **MEETS:** Quarterly

SPECIALIZED SERVICES

Business Development Resource Guide: Provided to prospects and local companies during BRAC's business development outreach.

Custom Research: Conducted by BRAC's BR Business Intelligence Center, providing labor market research, economic impact modeling, demographic and economic data, and general research and consulting.

Custom Talent Recruitment Tour: Treat a potential or new hire to a personalized Capital Region tour with a BRAC Tour Guide to acclimate them to the area.

EVENT SPOTLIGHT

YEAR-END PROJECT WIN RECEPTION: Annual networking celebration of new regional project announcements and expansions.

