



2021 REIMAGINED NEW GEORGIA ECONOMY TOUR

As the state's largest voice for business, the Georgia Chamber seeks to understand the unique needs of Georgia communities- both rural and urban. Through a series of both in-person and virtual events known collectively as the Reimagined New Georgia Economy Tour, Chris Clark, President and CEO of the Georgia Chamber, will lead discussions around the current state of our economy and the ever-present global pandemic. Small business owners, local chambers and community leaders will come together to engage and explore steps that Georgia must take for a stronger, more resilient future.

In 2016, through a similar effort by the Chamber, this process made over 70,000 touch-points collecting data that yielded a *Top-10 Global Trends* strategy to support Georgia's continued reputation as the no. 1 state for business.

TOUR DATES

The Georgia Chamber is planning more than 30 stops on its virtual and in-person tour across the state. A list of all available opportunities will be posted to the Chamber's website on or before April 1, 2021.

SPONSORSHIP OPPORTUNITIES

**Sponsor should select a single region for which marked opportunities below would exclusively apply*

PRESENTING SPONSOR | \$25,000 | One Available (All 12 Regions)

- Socially distant, premium seating for 2 tables of 4 at all in-person events
- Exclusive email-banner advertisement in weekly "Reimagined Tour" eblasts to 10,000+ members
- Prominent logo recognition as the "presenting sponsor" in weekly emails and on the website
- Logo placement on social graphics, both statewide & local community promotions, and tags in posts where possible
- Opportunity to provide two-minute opening remarks at in-person events
- Opportunity to provide 30-second commercial for inclusion in virtual programs – both live broadcast and recorded & posted to YouTube following the live event
- Verbal recognition at the beginning of every event, including logo within the Chamber's presentation
- Acknowledgement with hyperlink in the Chamber's Reimagined Tour Press Release, both statewide and local releases.
- Opportunity to display collateral at registration table for in-person events
- Logo on sponsor recognition sign at in-person events

The Wells Fargo logo is displayed in white, bold, sans-serif capital letters on a red square background.

REGION SPONSOR | \$3,500 | Two Available Per Region

- Socially-distant, premium seating for table of 4 to in-person event(s)*
- Prominent logo recognition as a “Region Sponsor” in weekly emails and on the website
- Opportunity to provide two-minute opening remarks at in-person event(s)*
- Opportunity to provide 30-second commercial for virtual programs*
- Verbal recognition at the beginning of in-person event(s), including logo within the Chamber’s presentation*
- Acknowledgement in the Chamber’s Reimagined Tour Press Release, local release only*
- Opportunity to display collateral at registration table for in-person event(s)*
- Logo on sponsor recognition sign at in-person event(s)*

FOOD & BEVERAGE SPONSOR | \$2,500 | Two Available Per Region

- Socially-distant, general seating for 4 to in-person event(s)*
- Prominent logo recognition as a “Food & Beverage Sponsor”, together with other region’s sponsors, in weekly emails and on the website
- Logo recognition in the in-person and virtual event presentations*
- Opportunity to display collateral at registration table for in-person event(s)*
- Logo on sponsor recognition sign at in-person event(s)*

WELLNESS SPONSOR | \$1,500 | Three Available Per Region

- Socially-distant, general seating for 2 to in-person event(s)*
- Prominent logo recognition as a “Wellness Sponsor”, together with other region’s sponsors, in weekly emails and on the website
- Logo recognition in the in-person and virtual event presentations*
- Opportunity to display a single “wellness-focused” handout on tables at in-person event(s)*
- Logo on sponsor recognition sign at in-person event(s)*

COMMUNITY SPONSOR | \$750 | Multiple Available Per Region

- Socially-distant, general seating for 2 to in-person event(s)*
- Prominent name recognition as a “Community Sponsor” in weekly emails and on the website
- Name recognition in the in-person and virtual event presentations*
- Name on sponsor recognition sign at in-person event(s)*

VIRTUAL SPONSOR | \$500 | Multiple Available Per Region

- Name recognition as a “Virtual Sponsor” on the website
- Name recognition in the virtual event presentations

In addition to the opportunities provided above, all sponsors will receive a copy of the attendee lists for both in-person and virtual programs according to your region(s) sponsored. The Chamber will also issue a post-event recap email wherein all sponsor logos OR names will be listed and recognized for having made this investment in Georgia’s economic future.

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To learn more about the Chamber’s engagement opportunities including ways to gain awareness and exposure through sponsorship, **contact Ian Rutan at 404-223-2276 or irutan@gachamber.com**, today! Follow us on social media and join the conversation using hashtag **#ReimaginedNGE**.