



British American
Atlanta
Business Group

À La Carte Sponsorships & Business Services

This document contains a summary of the sponsorships & business offerings available from the British American Business Group Atlanta (BABG).

BABG is the premier transatlantic association dedicated to promoting introductions, interactions, enablement, trade & investment within/between the south east United States & the United Kingdom. With nearly 400 members, the BABG offers unparalleled resources for proactively connecting, discovering & executing business on both sides of the Atlantic, as well as providing a dynamic British/American professional community in Georgia.

BABG offers a wide variety of offerings relating to sponsorship/branding, participation, networking/connectivity, business enablement & lead generation. The following pages are organized as follows:

- **Section A: Sponsorship of Events**
- **Section B: Sponsorship of Digital Assets & Communications**
- **Section C: Premier Industry Sponsorship**
- **Section D: Consulate/Trade & Business Enablement Services**

The BABG looks forward to exploring the possibility of creating a custom portfolio of services to advance your organization's objectives.

Contact us at any time with any questions, or information about current availability at exec@babg.org.

Thank you for your interest in the BABG.

Sincerely,

Ray Gilbert
Executive Director

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Section A – Sponsorship of Events (continued)		List Price
<p>7. BABG ANNUAL GALA <u>Exclusive:</u></p> <ul style="list-style-type: none"> • Dinner for up to 10 at the residence of Her Britannic Majesty's Consul-General. • Four tables for ten at the Gala with choice of position. • Naming rights to Champagne Reception before dinner. • Attended by dignitaries, sponsor member corporations & key members of the Atlanta international Community. • Invitations for Sponsor's selected guests to the Reception. • Recognition with name & logo on all mailings: 2000 "Save the Date", 1500 official Gala. invitations plus the 15 British American Business Council chapters in the US. • Illuminated Sponsor logo displayed throughout event. • Name & logo in all internal & external publicity including full page ad in Global Atlanta. • Prominent name & logo on BABG website with link to Sponsor's website. • Recognition from the podium at the Gala. <p><u>Non-exclusive \$20k LEVEL</u></p> <ul style="list-style-type: none"> • Two tables for ten. • Name & logo on all mailings as above. • Illuminated Sponsor logo as above. • Name & logo on all publicity as above. • Name, logo & link to Sponsor's website as above. • 4 Invitations to Champagne Reception. <p><u>Non-exclusive \$10k LEVEL</u></p> <ul style="list-style-type: none"> • One table for ten. • Name & logo on all mailings. • Name & logo on all publicity. 	<p>\$50k []</p> <p>\$20k []</p> <p>\$10k []</p>	
<p>8. SPONSOR TRADE BREAKFAST SERIES - 3 per year</p> <ul style="list-style-type: none"> • Naming rights to event used with logo on all publicity for luncheons. Exclusive e-blast to members & BABG friends & weekly e-letter. • Acknowledgement from podium. • On BABG website with link to Sponsor website. • Presentation projector on-screen logo when possible. <p><u>Note:</u> At all Sponsor Series Breakfasts & Luncheons, Sponsor is welcome to send 1-2 representatives.</p>	<p>\$1.5k []</p>	
<p>9. HER BRITANNIC MAJESTY'S CONSUL-GENERAL'S GARDEN PARTY <u>Exclusive:</u></p> <ul style="list-style-type: none"> • Name & logo on all invitations. • Name & logo in all publicity including website. • Link to Sponsor website. • 6 invitations to the Garden Party. 	<p>\$5k []</p>	
<p>10. BABG BI-NATIONAL PUB NIGHTS - once per month <u>Note:</u> Attendance this year estimated at 80-130 people.</p> <ul style="list-style-type: none"> • Name & logo on all publicity from BABG. • Name & logo on website. • Link to Sponsor website. • Opportunity to display Sponsor marketing materials at event. 	<p>\$6k []</p>	

Section B – Sponsorship of Digital Assets & Communications		List Price
<p>1. Twice Monthly Official BABG eNews-letter <u>Exclusive:</u></p> <ul style="list-style-type: none"> Name & logo on e-letter distributed 26 times a year to 1000+ names in BABG database. Link to appropriate part of Sponsor website. Sponsor to make periodic announcements of interest to BABG members. <p><u>Non-exclusive:</u> Name & logo 26 times a year as above</p>	<p>\$10k []</p> <p>\$5k []</p>	
<p>2. BABG Advertisements in GLOBAL ATLANTA Name & logo prominently displayed on 4 full-page advertisements of major BABG events per year.</p>	<p>\$2k []</p>	
<p>3. Sponsorship of BABG Website Sponsor name & logo prominently displayed on every page. Individual advertising banners and blocks available on request.</p>	<p>\$10k []</p>	
Section C – Premier Industry Sponsorship		List Price
<p>1. BABG Industry Sponsors</p> <ul style="list-style-type: none"> BABG organizes and categorizes its database and membership via a list of industry categories (e.g. legal, accounting, recruitment, management consulting, internet services). This “Premier Industry Sponsorship” enables a company to become a listed sponsor for their category, listed on a separate landing page on the BABG public web site. Lead generation & referrals. BABG will proactively mention our premier sponsor category to other members when someone asks for a recommendation for a financial consultant, web designer etc. 	<p>\$2.5k []</p>	
Section D – Consulate/Trade and Business Enablement Services.		List Price
<p>1. British Consulate Exclusive Access & Events</p> <ul style="list-style-type: none"> Annual consulate concierge service can be fully customized based on requirement. Suggest conversation with Executive Director to understand & evaluate most effective combination of briefings/events to fulfill objective. 1-2 exclusive dinners per year with Atlanta British Consul General, BABG executive director & BABG president. Invitation for up to 6 clients/guests. Quarterly briefings with Atlanta British Consul General & BABG executive director. 	<p>\$5-10k []</p>	
<p>2. Trade/Investment Connectivity & Business Enablement Service</p> <ul style="list-style-type: none"> Annual trade related concierge & business enablement service can be fully customized based on requirement. Inward Investment to the UK: The BABG can be used as an “account manager” to establish contact & manage access to all of the UK Regional Development Agencies & other Economic Development Authorities. Proactive & timely access to demographical information, property databases, attorneys, accountants, employment agencies, Local Chambers of Commerce, etc. Trade Development from the UK: Managed access & selective services to accelerate the landing of the business in Georgia, to ensure that the business venture “hits the ground running”, including: <ul style="list-style-type: none"> Recommendations & enablement of relevant business services (e.g. lawyer, recruiter). Lead generation & introductions via leveraging of BABG network/community. Business incubator. Business partner management, business representation, local address, telephone number(s), receptionist & administration services. Office Address research, cross-cultural training, Human Resource advice. Assistance with Trade Show participation (including mailings, logistics, travel arrangements) International introductions to GA other bi-nationals, assist with recruitment of bilingual employees. Custom leverage of the BABC network. The BABG is a member of the British American Business Council (BABC), with 3,000 member companies & 24 chapters covering the major business regions in North America & the United Kingdom. 	<p>\$5-50k []</p>	