

PUTTING ATL'S BEST CREATIVE & TECH MINDS TO WORK FOR YOUR BUSINESS

BRANDTECH

DAY 2019

2019 SPONSORSHIP PACKAGE

WHO WE ARE

MCAT is the Marketing, Communications, Advertising, Tech Committee of the Atlanta Black Chambers. **We bring together the best of Atlanta's creative and tech minds.** The committee represents 15% of Atlanta Black Chambers outstanding and continually growing membership. We are branding professionals, marketing experts, cloud specialists, web developers, app creators, graphic designers, copywriters, photographers, videographers and more - proudly working to serve Greater Atlanta's entrepreneurial community. For BrandTech Day, we're putting Atlanta's best creative and tech minds to work for you and your business.

OUR 2019 MCAT LEADERSHIP



MIGUEL LLOYD
ABC PR & Mktg Dir.
@MiguelLloydInc



ANDREA D. SMITH
MCAT Chair
@theADSagency



JAMES BALLENGER
MCAT Co-Chair
@360droneimaging



ROY HODGE
MCAT Tech Lead
@REHsystems

WHAT WE DO



BRINGING TOGETHER ATL'S BEST CREATIVE & TECH MINDS

- Professional development for our MCAT members
- Helping our ABC members and the Greater Atlanta entrepreneurial community with their creative and tech needs
- Serving to shape the ABC Brand
- Assisting ABC committees with staying on brand

BRANDTECH DAY SPONSORSHIP

Becoming a BrandTech Day sponsor means that you, too, believe in the power of branding and technology for Greater Atlanta businesses. Your sponsorship puts you in front of Atlanta Black Chambers business owners. A few notes about ABC members that might interest you: :

- **We have significant disposable income:** Nearly 40% of us have household incomes over \$100,000.
- **We have a strong base of female entrepreneurs:** 60% are woman-owned businesses
- **We're highly educated:** 73% have bachelors degrees, master degrees or both

EVENT DETAILS

DATE & TIME:

Saturday, May 18, 2019, 10am-3pm

EVENT LOCATION:

Loudermilk Center, Downtown Atlanta

ACTIVITIES

BrandTech Day is a mini-conference specifically designed for small to medium-sized businesses. The Day is comprised of three components

ONE-ON-ONE CONSULTATIONS

Business owners can get tailored, one-on-one consultations on critical brand and tech initiatives for their organization. Consultations are on a first-come, first-serve basis. Attendees interested in this feature of the mini-conference will submit simple information about key components of their business they want reviewed (e.g. website, social media links, screenshots of brand/tech issues, etc.) and will receive customized attention from a brand and/or tech expert. A maximum of three (3) consultations are included in your package, creating a **value of over \$375 for attendees.**

SIX EXPERT-LED WORKSHOPS

Choose from topics ranging from email best practices and brand identity to cloud innovation, website development and apps. **Over \$150 value.**

EXHIBITOR HALL

The BrandTech Exhibitor Hall features marketing and technology companies in the greater Atlanta area.

SPONSORSHIP LEVELS

	Presenting \$2,500	Mogul \$1,500	Visionary \$750	Inspired \$500	Gifted \$250
Partnership Spotlight					
Positioned as presenting sponsor in all event promotional materials	●				
Logo on event lanyard along with BrandTech logo	●				
Company logo and/or name in all event promotions including invitations, press releases, event program and digital correspondence	●	●			
Complimentary tickets or prominently located seats at the event	8 tickets	6 tickets	5 tickets	3 tickets	2 tickets
Recognition on event webpage	●	●	●	●	●
Promotional Benefits					
Speaking opportunity at event (if available)	●	●			
Advertisement featured on screen	●	●			
Company logo featured on sponsorship slide of all workshop presentations	●	●	●		
Logo on event program / materials	●	●	●		
Social media promotion	●	●	●	●	
Company named as sponsor during event (by moderator)	●	●	●	●	
Logo on event emails	●	●	●	●	●
Exhibitor Benefits					
Opportunity to host table at event (if available)	●	●	●	●	●
Workshop Benefits					
Opportunity to present a branded workshop (if available)	●	●	●	●	●

SPONSORSHIP FORM

PAYMENT OPTIONS

- Please submit an invoice
- My payment is enclosed (checks payable to Atlanta Black Chambers: MCAT Committee)
- Please charge my credit card
Card Type (Circle): MasterCard | VISA | AMEX

Name: _____ Phone: _____

Organization/Company: _____

Email: _____

Card Number: _____

Exp Date: _____ Sec. Code: _____

RETURN FORM TO:

Andrea D. Smith, Chair
MCAT Committee of the Atlanta Black Chambers
abcmarketing@atlantablackchambers.org

CHAIR'S NOTE



Thank you to every organization that chooses to support BrandTech this year. Your support means so much and we cannot continue to elevate our black businesses in the Greater Atlanta Area without you.

A handwritten signature in white ink, appearing to read 'Andrea D. Smith'.

Andrea D. Smith, Chair
Marketing, Communications,
Advertising & Tech Committee
Atlanta Black Chambers



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