

2024

GACC SOUTH SPONSORSHIP OPPORTUNITIES



MARKET | BRAND | ENGAGE



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

we are

Why partner with GACC South?



MISSION

Promoting German-American business relations and supporting trade and investment between Germany and the U.S., especially in the South.

VISIBILITY

With our signature events, vast social media presence, digital marketing capabilities, and printed & digital publications, we offer numerous excellent advertising opportunities.

WORLDWIDE NETWORK

GACC South has over 600 members across the Southern U.S. with our headquarters in Atlanta, GA, a branch office in Houston, TX, and chapters & affiliates across the region.

We are part of an international network of German Chambers around the world with 93 offices in 150 countries.

market | brand | engage

Add value to your company's visibility and extend your marketing outreach through sponsorship and spotlight branding.

GACC South offers an **extensive network** of small, medium, and large German and American companies active in the Southern U.S. Our entire network includes more than **35,000 contacts**. With our signature events, vast social media presence, and digital marketing capabilities, as well as printed and digital publications, we offer numerous excellent advertising opportunities.

Our modular system offers the possibility to choose from our **portfolio of sponsorship options**.

This allows GACC South customers to pick the features that **best fit** their internal marketing strategy. It also provides more flexibility and the ability to strategically plan.



SPONSORSHIP PACKAGES OVERVIEW

Long term sponsorship opportunities to ensure constant visibility in our business community

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|------------------|--|-------------|
| STATE | <ul style="list-style-type: none">» Promotion of your press release across our channels (unlimited)» Logo in GACC South email signature (limited to 6 companies) | \$10,000 |
| SILVER | <ul style="list-style-type: none">» Promotion of your press release across our channels (2x/yr)» Company logo display in all our virtual meetings on MS Teams (limited to 6 companies) | \$8,000 |
| GOLD | <ul style="list-style-type: none">» Company logo on GACC South home page» Logo on events newsletter<ul style="list-style-type: none">• Georgia, Carolinas, Texas (Silver, Gold & Platinum)• By State (State Sponsor)» Logo on GACC South office Wall Of Fame» Announcement post on all marketing channels» Roll-up banner at business seminars and networking events (state sponsor only) | \$6,000 |
| PLATINUM | | \$6,000 |

PAID MARKETING OPPORTUNITIES

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|---|--|--|
| NEWSLETTER & EMAIL MARKETING | <p><i>Our monthly e-newsletters provide up-to-date information on Chamber news and events to all our member companies, affiliates, and businesses that have opted in. Ads link to the business's website. Open rate: 36%*</i></p> <ul style="list-style-type: none"> » (12) Twelve months of business logo recognition in our chamber's Monthly Newsletter** » (12) Twelve months of business logo recognition in our Monthly Regional (GA, TX & Carolinas) Event Newsletter*** » Targeted mailings to GACC South contact pool » (1) One of (3) three Ad spaces in our Monthly Newsletter** » (1) One of (3) three Ad spaces in our Monthly Newsletter for 3 consecutive months » (1) One of (3) three Ad spaces in one of our Monthly Regional Event Newsletter*** » (1) One of (3) three Ad spaces in Monthly Regional (GA, TX & Carolinas) Event Newsletter for 3 consecutive months |  1000 800 starting at 1000 225 600 180 480 |
| GACC SOUTH UNPLUGGED PODCAST | <ul style="list-style-type: none"> » Episode Sponsor: <i>Company logo on the microphone, 20-30-second advertisement during the episode, recognition as Podcast Episode Sponsor during the episode, social post & newsletter</i> | starting at 600 |

PAID MARKETING OPPORTUNITIES

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|-----------------------------|--|---|
| PAID SOCIAL MEDIA CAMPAIGNS | <p><i>Connect your brand with the world's largest audience of active, influential professionals</i></p> <p>Paid advertising campaigns:</p> <ul style="list-style-type: none">» We will set up your sponsored content, document ad, and message ads on LinkedIn.» We will set up your sponsored content, document ad, and message ads on Instagram/Facebook) | starting at 750 |
| MARKETING SUPPORT | <ul style="list-style-type: none">» Distribution of press release to GACC South media contacts» Your event posted on GACC South website*» Your events & news posted on GACC South website (flatrate; limited to one) | 750 250/post 1000 |
| INFO VIDEO | <ul style="list-style-type: none">» Company logo on GACC South info video(s)*» Company Logo & presenting time*» Customized info video tailored to your brand | starting at 750 starting at 1500 contact us |

SME BUSINESS DEVELOPMENT CONFERENCE

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|------------------|---|-------------|
| | » Presenting Sponsor (Conference & Evening Reception) | SOLD |
| | » VIP Reception Sponsor/Host | 5,000 |
| | » Lunch Sponsor | 5,000 |
| | » Session Host (limited to 8; four in the AM, four in the PM) | 5,500 |
| | » Exhibitor (limited to 10) | 3,000 |
| | » Gold Sponsor | 4,000 |
| | » Silver Sponsor | 2,000 |
| | » Bronze Sponsor | 1,000 |
| | » Booklet Sponsor | 2,500 |
| | » Coffee Sponsor | 2,500 |
| | » Lanyard Sponsor | SOLD |
| | » Step & Repeat Sponsor (limited to 5) | 2,000 |
| | » Event Material Sponsor | 1,500 |

**SME BUSINESS
DEVELOPMENT
CONFERENCE**

*- April 2024 -
Atlanta*

ATLANTA BIERTOBERFEST

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|--------------------------|---|-------------|
| | » Presenting Sponsor | 3,000 |
| | » Bierstein Sponsor | 2,000 |
| | » Lebkuchen Sponsor | 1,500 |
| | » Activity Sponsor | 1,000 |
| | » Table Sponsor - Full Table (12 Seats) | 1,000 |
| ATLANTA BIERTOBERFEST | » Table Sponsor - Half Table (6 Seats) | 600 |

ANNUAL
GALA

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|------------------|---|-------------|
| | » Platinum/Presenting Sponsor (Exclusive) | 12,000 |
| | » Diamond (Limited to 2) | 10,000 |
| | » Gold (Limited to 6) | 6,000 |
| | » Bronze (Unlimited) | 4,000 |
| | » Member Table Sponsor (Table of 10) | 6,000 |
| | » Member Table Sponsor (Table of 8) | 5,000 |
| | » Non-member Table Sponsor (Table of 10) | 7,200 |
| | » Non-member Table Sponsor (Table of 8) | 6,000 |

28TH
ANNUAL GALA

Smaller, more unique offerings available (i.e. Step & Repeat, Signature Cocktail) - Reach out for more information!

SPONSORSHIP OVERVIEW - SIGNATURE EVENTS

DINNERS

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|------------------------|--|-------------|
| ATLANTA SPARGEL SOIREE | <p>➤ Exclusive Presenting Sponsor</p> <ul style="list-style-type: none">• Logos on all event marketing material• Announcement on all social media platforms & website• Banner Display• Announcement in the Welcome Speech• 4 tickets included | 4,000 |
| ATLANTA HOLIDAY DINNER | | 4,000 |

NEW YEARS RECEPTION

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|-----------------------------|---|-------------|
| ATLANTA NEW YEARS RECEPTION | <p>➤ Exclusive Presenting Sponsor</p> <ul style="list-style-type: none">• Logos on all event marketing material,• Announcement on all social media platforms & website• Banner Display• Announcement in the Welcome Speech• 4 tickets included | 4,000 |

TEXAS

HOUSTON OKTOBERFEST

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|------------------|--|-------------|
| | » Presenting Sponsor (co-host) | 5,000 |
| | » Premium Sponsor | 2,500 |
| | » Beer Glass Sponsor | 2,500 |
| | » Photobooth Sponsor | 1,750 |
| | » Entertainment Sponsor: Axe-throwing | 1,500 |
| | » Entertainment Sponsor: Music | 1,250 |
| | » Gingerbread Hearts Sponsor | 1,000 |
| | » Game Sponsors (Stein Holding Hammerschlagen Log Sawing) | 1000 |
| | » Photography Sponsor | 800 |
| | » Mr. & Mrs. Oktoberfest Sponsor | 800 |
| | » Table Sponsor (Reserved Seating for 8) | 800 |

HOUSTON
OKTOBERFEST

BCON SOUTH

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|------------------|-----------------------------|-------------|
| | » Presenting Sponsor | 6,000 |
| | » Gold Sponsor | 5,000 |
| | » Silver Sponsor | 2,500 |
| | » Evening Reception Sponsor | 5,000 |
| | » Lunch Sponsor | 2,500 |
| | » Booklet Sponsor | 2,000 |
| | » Step & Repeat Sponsor | 1,500 |
| | » Breakfast Sponsor | 1,500 |
| | » Lanyard Sponsor | 1,500 |

**BCON SOUTH
BUSINESS
CONFERENCE**

DINNERS

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|------------------|---|-------------|
| SPARGEL DINNER | <p>» Exclusive Presenting Sponsor</p> <ul style="list-style-type: none"><i>Logos on all event marketing material</i><i>Announcement on all social media platforms & website</i><i>Banner Display</i><i>Announcement in the Welcome Speech</i><i>4 tickets included</i> | 3,000 |
| HOLIDAY DINNER | | 3,000 |

NEW YEARS RECEPTION

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|------------------|--|---------------------------------------|
| DALLAS | <ul style="list-style-type: none">» Exclusive Presenting Sponsor» Premium Sponsor (Logo on Step & Repeat)» Drink Sponsor | <p>SOLD</p> <p>3,000</p> <p>SOLD</p> |
| HOUSTON | <ul style="list-style-type: none">» Exclusive Presenting Sponsor» Premium Sponsor (Logo on Step & Repeat)» Drink Sponsor | <p>SOLD</p> <p>3,000</p> <p>1,000</p> |

CAROLINAS

NORTH CAROLINA GATEWAY AWARDS

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|--|-----------------------------------|-------------|
| NORTH CAROLINA GATEWAY AWARD RECEPTION | » Presenting Sponsor | 3,500 |
| | » Venue Sponsor | 2,500 |
| | » Bar Sponsor | 2,500 |
| | » Step & Repeat Sponsor (limited) | 2,000 |
| | » Table Sponsor** | 1,500 |
| | » Dessert Sponsor | 1,500 |
| | | |

*excluded from Early Bird Pricing

SOUTH CAROLINA GATEWAY AWARDS

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|--|-----------------------------------|-------------|
| SOUTH CAROLINA GATEWAY AWARD RECEPTION | » Presenting Sponsor | 3,500 |
| | » Venue Sponsor | 2,500 |
| | » Bar Sponsor | 2,500 |
| | » Step & Repeat Sponsor (limited) | 2,000 |
| | » Dessert Sponsor | 1,500 |

NEW YEARS RECEPTION

| SPONSORSHIP TYPE | PACKAGE CONTENTS | PRICE IN \$ |
|------------------|--|--|
| NORTH CAROLINA | <ul style="list-style-type: none">» Exclusive Presenting Sponsor» Food Sponsor (Limited to 2)» Bar Sponsor | <ul style="list-style-type: none">3,0002,500SOLD |
| SOUTH CAROLINA | <ul style="list-style-type: none">» Exclusive Presenting Sponsor» Food Sponsor (Limited to 2)» Bar Sponsor | <ul style="list-style-type: none">3,0002,500SOLD |

we are



CRM
30,500+
contacts
36%
average open rate
3%
click through rate



LinkedIn
10,677
followers
60,443
clicks
620,328
impressions
13.8%
engagement rate



gaccsouth.com
22.3%
new users
69.45%
users from the U.S.
173,804
page views
66,608
sessions
44.5%/
16.3%
Followers USA/Germany



Instagram
859
followers
44.5%
follower growth rate
5,238
reach
44.5%/
16.3%
Followers USA/Germany



Twitter
1,889
followers
3,126
daily exposure
23.4%
engagement rate
82.2%/
11.3%
Followers USA/Germany



Facebook
929
followers
11%
follower growth rate
22,142
reach
82.2%/
11.3%
Followers USA/Germany

Become a partner today and increase your visibility

As of October 2023

** denotes industry benchmark: Twitter (0.051% among non-profits), LinkedIn (4%), CRM (20.47 average open rate; 2.59 average CTR

contact us



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