



# 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 \$
<div> STATE</div> <div> SILVER</div> <div> GOLD</div> <div> PLATINUM</div>	<div> » Promotion of your press release across our channels (unlimited) » Logo in GACC South email signature (limited to 6 companies)</div> <div> » 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)</div> <div> » Company logo on GACC South home page » Logo on events newsletter<ul style="list-style-type: none"><li>Georgia, Carolinas, Texas (Silver, Gold &amp; Platinum)</li><li>By State (State Sponsor)</li></ul>» 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)</div>	<div> \$10,000</div> <div> \$8,000</div> <div> \$6,000</div> <div> \$6,000</div>

## PAID MARKETING OPPORTUNITIES

SPONSORSHIP TYPE	PACKAGE CONTENTS	PRICE IN \$
NEWSLETTER & EMAIL MARKETING	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%*	
	» (12) Twelve months of business logo recognition in our chamber's Monthly Newsletter**	1000
	» (12) Twelve months of business logo recognition in our Monthly Regional (GA, TX & Carolinas) Event Newsletter***	800
	» Targeted mailings to GACC South contact pool	starting at 1000
	» (1) One of (3) three Ad spaces in our Monthly Newsletter**	225
	» (1) One of (3) three Ad spaces in one of our Monthly Regional Event Newsletter***	600
GACC SOUTH UNPLUGGED PODCAST	» (1) One of (3) three Ad spaces in Monthly Regional (GA, TX & Carolinas) Event Newsletter for 3 consecutive months	180
	» (1) One of (3) three Ad spaces in Monthly Regional (GA, TX & Carolinas) Event Newsletter for 3 consecutive months	480
GACC SOUTH UNPLUGGED PODCAST	» Episode Sponsor: Company logo on the microphone, 20-30-second advertisement during the episode, recognition as Podcast Episode Sponsor during the episode, social post & newsletter	starting at 600

\*Learn more about our company analytics on page 20

\*\*All GACC South's member and subscriber lists

\*\*\*GA, TX OR Carolinas members and subscriber lists)

## 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"> <li>» We will set up your sponsored content, document ad, and message ads on LinkedIn.</li> <li>» We will set up your sponsored content, document ad, and message ads on Instagram/Facebook)</li> </ul>	starting at 750
		starting at 500
MARKETING SUPPORT	<ul style="list-style-type: none"> <li>» Distribution of press release to GACC South media contacts</li> <li>» Your event posted on GACC South website*</li> <li>» Your events &amp; news posted on GACC South website (flatrate; limited to one)</li> </ul>	750
		250/post
		1000
INFO VIDEO	<ul style="list-style-type: none"> <li>» Company logo on GACC South info video(s)*</li> <li>» Company Logo &amp; presenting time*</li> <li>» Customized info video tailored to your brand</li> </ul>	starting at 750
		starting at 1500
		contact us

## SME BUSINESS DEVELOPMENT CONFERENCE

SPONSORSHIP TYPE	PACKAGE CONTENTS	PRICE IN \$
<b>SME BUSINESS DEVELOPMENT CONFERENCE</b>  <i>- April 2024 - Atlanta</i>	» Presenting Sponsor (Conference & Evening Reception)	<b>SOLD</b>
	» 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	<b>SOLD</b>
	» Step & Repeat Sponsor (limited to 5)	2,000
	» Event Material Sponsor	1,500

## ATLANTA BIERTOBERFEST

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

## ANNUAL GALA

## SPONSORSHIP TYPE

## PACKAGE CONTENTS

## PRICE IN \$

28TH  
ANNUAL GALA

» 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

*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	<b>» Exclusive Presenting Sponsor</b> <ul style="list-style-type: none"><li>Logos on all event marketing material</li><li>Announcement on all social media platforms &amp; website</li><li>Banner Display</li><li>Announcement in the Welcome Speech</li><li>4 tickets included</li></ul>	4,000
ATLANTA HOLIDAY DINNER		4,000

### NEW YEARS RECEPTION

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

*SPONSORSHIP OVERVIEW - SIGNATURE EVENTS*



**TEXAS**

## HOUSTON OKTOBERFEST

### SPONSORSHIP TYPE

### PACKAGE CONTENTS

### PRICE IN \$

#### HOUSTON OKTOBERFEST

- »» Presenting Sponsor (co-host)
- »» Premium Sponsor
- »» Beer Glass Sponsor
- »» Photobooth Sponsor
- »» Entertainment Sponsor: Axe-throwing
- »» Entertainment Sponsor: Music
- »» Gingerbread Hearts Sponsor
- »» Game Sponsors (Stein Holding | Hammerschlagen | Log Sawing )
- »» Photography Sponsor
- »» Mr. & Mrs. Oktoberfest Sponsor
- »» Table Sponsor (Reserved Seating for 8)

5,000

2,500

2,500

1,750

1,500

1,250

1,000

1000

800

800

## BCON SOUTH

SPONSORSHIP TYPE	PACKAGE CONTENTS	PRICE IN \$
BCON SOUTH BUSINESS CONFERENCE	»» 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

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

## DINNERS

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

NEW YEARS RECEPTION		
SPONSORSHIP TYPE	PACKAGE CONTENTS	PRICE IN \$
DALLAS	» Exclusive Presenting Sponsor	SOLD
	» Premium Sponsor (Logo on Step & Repeat)	3,000
	» Drink Sponsor	SOLD
HOUSTON	» Exclusive Presenting Sponsor	SOLD
	» Premium Sponsor (Logo on Step & Repeat)	3,000
	» Drink Sponsor	1,000

The background is a composite of the flags of South Carolina and North Carolina. The South Carolina flag, with its white palmetto tree and crescent moon on a blue field, is on the left. The North Carolina flag, with its blue field, white star, and yellow banners reading 'MAY 20th 1775' and 'APRIL 12th 1776', is in the center. A solid purple vertical band is on the right.

# 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	» Exclusive Presenting Sponsor	3,000
	» Food Sponsor (Limited to 2)	2,500
	» Bar Sponsor	SOLD
SOUTH CAROLINA	» Exclusive Presenting Sponsor	3,000
	» Food Sponsor (Limited to 2)	2,500
	» Bar Sponsor	SOLD

# ***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*



**Instagram**

**859**  
*followers*

**44.5%**  
*follower gth rate*

**5,238**  
*reach*

**44.5%/16.3%**  
*Followers USA/Germany*



**Twitter**

**1,889**  
*followers*

**3,126**  
*daily exposure*

**23.4%**  
*engagement rate*



**Facebook**

**929**  
*followers*

**11%**  
*follower gth rate*

**22,142**  
*reach*

**82.2%/11.3**  
*Followers USA/Germany*

***Become a partner today and increase you 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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# *contact*

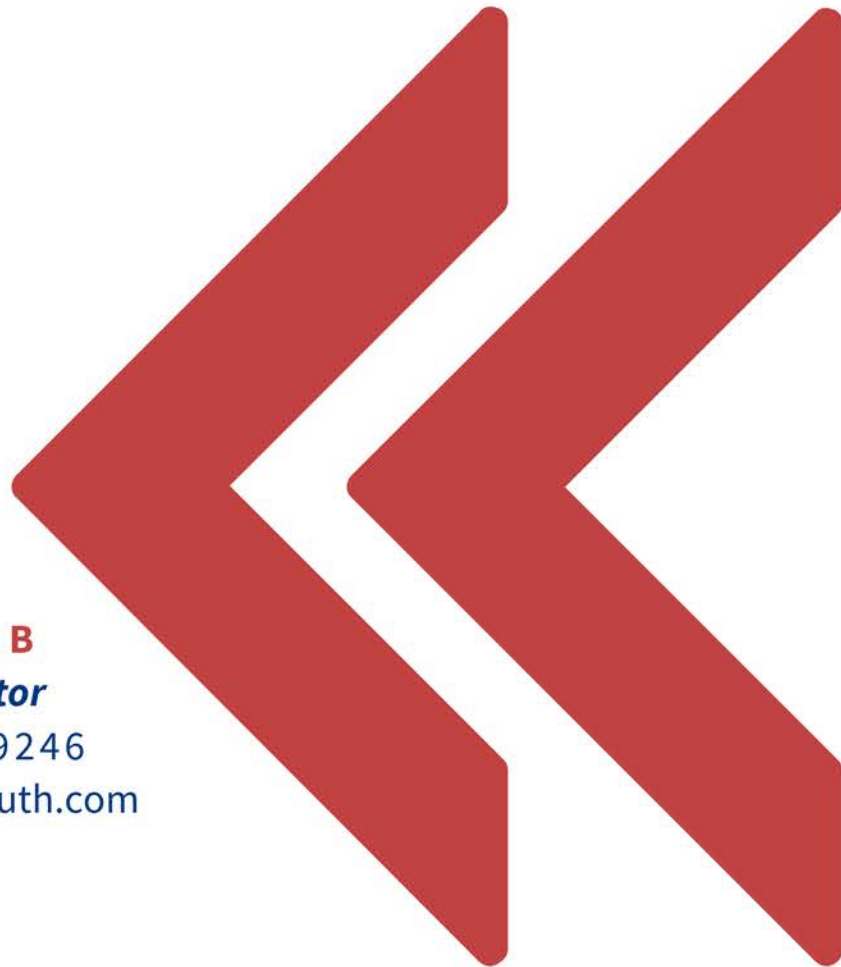


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