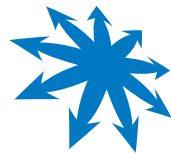


*2012 Sponsorship*  
**OPPORTUNITIES**



Baton Rouge Area Chamber®

# BRAC Shareholder's 2012 MEETING

The 2012 BRAC Shareholder's Meeting is an opportunity for BRAC investors to gather together and hear about the accomplishments of the organization over the past year and the goals for the next year. Additionally, Martin Jacques, author of the global best seller, *When China Rules the World: The Rise of the Middle Kingdom and the End of the Western World*, will be speaking. The event will be held on a weekday morning as a breakfast meeting in a well-known and easily accessible venue and will be open to Investors and non-Investors alike.

The sponsors of the event will be recognized in multiple ways both before and during the event. This event will be publicized through television, radio, print advertising (the *Greater Baton Rouge Business Report* and *The Advocate*), online with the *Daily Report*, BRAC's e-newsletter, [brac.org](http://brac.org), and through direct invitation to all BRAC Investors.

2012  
SPONSORSHIP OPPORTUNITIES



## Presenting Sponsor

**\$10,000**

*1 available*

- **Company name will be affiliated with the name of the event** (2012 BRAC Shareholder's Meeting presented by your company)
- Opportunity to make remarks during the introduction of the program for three to five minutes
- Opportunity to send two representatives to a pre-event roundtable discussion with the designated speaker
- Premier product placement during the entire program
- Booth or table set up in designated area with high visibility before the program where promotional items can be displayed and distributed
- Logo on event invitation
- Logo on event ticket, visual presentation, table cards, and event signage
- Logo on all event promotions (promotional budget for event is approximately \$81,000)
- Reserved parking and two tables at event

## Premier Sponsor

**\$5,000**

*4 available*

**Only 2 left**

- Name recognition during introduction and/or closing remarks
- Booth or table set up in designated area with high visibility before the program where promotional items can be displayed and distributed
- Logo on event invitation, visual presentation, table cards, and event signage
- Logo included in select advertising including BRAC newsletter and print ads to begin no later than three weeks before event
- Reserved parking and one table at event

## Supporting Sponsor

**\$2,000**

*5 available*

**Only 4 left**

- Logo on visual presentation, event table cards, and event signage
- Logo included in select advertising including BRAC newsletter and online listings to begin no later than three weeks before event
- Reserved parking and one table at event

### Event Date

Thursday  
04/26/12

### Time

7:30am—9:00am

### Location

Renaissance Hotel  
Baton Rouge

### Contact

Karen Zito, Director of Investor Development, 225-381-7127 or karen@brac.org  
Nancy Little, Director of Events, 225-381-7135 or nancy@brac.org

\*An .eps logo is required for printed promotional materials. Otherwise, company name will be printed in text only. BRAC will inform you of the deadline by which all logo artwork must be received in order to take advantage of full sponsor benefits.



**Baton Rouge Area Chamber®**

Martin Jacques



Speaker Biography

Martin Jacques is the author of the global best-seller, *When China Rules the World: the Rise of the Middle Kingdom and the End of the Western World*. It was first published in 2009 and has since been translated into eleven languages. The book has been shortlisted for two major literary awards. A second edition of the book, greatly expanded and fully updated, will be published in March 2012. His TED talk on how to understand China has had over 700,000 views.

He is a senior visiting fellow at IDEAS, a centre for diplomacy and grand strategy at the London School of Economics and a visiting professor at Tsinghua University, Beijing. He has previously been a visiting professor at Renmin University, the International Centre for Chinese Studies, Aichi University, Nagoya, and Ritsumeikan University, Kyoto. He was a senior visiting research fellow at the Asia Research Institute, National University of Singapore. He is a fellow at the Transatlantic Academy, Washington D.C. He was formerly the editor of the renowned London-based monthly *Marxism Today* until its closure in 1991 and was co-founder of the think-tank Demos. He has written columns for multiple newspapers, been a guest for a number of television programs, and is a former deputy editor of *The Independent* newspaper. He took his doctorate while at King's College, Cambridge.

**BRAC** Shareholder's  
2012 **MEETING**



Baton Rouge Area Chamber®

# Tech Tuesday

Tech Tuesday is the ultimate networking event for the Baton Rouge area's technology community! Entertaining seventy-five to one hundred attendees per event, Tech Tuesday connects people who share a passion for technology by providing an outlet for attendees to discuss, explore, share, support, and learn.

In 2012, Tech Tuesday events will continue to bring new ideas with exciting venues and an expanded reach to include even more of our region's technology professionals. First quarter and third quarter events will invite guests to participate in a "field trip" to a local technology related venue where we will highlight a specific area of the sector. Second quarter and fourth quarter events will be held at a local restaurant or bar. All events will stay true to Tech Tuesday's popular happy hour format and casual "come as you are" vibe, while also offering opportunities to see new faces and places. The event will be promoted on the *Daily Report*, on the BRAC website, and through the BRAC e-newsletter and direct email to BRAC investors.

2012  
SPONSORSHIP OPPORTUNITIES



## Presenting Sponsor

\$2,000

*1 available* **Sold out**

- Company name will be affiliated with the name of the event (Tech Tuesday presented by your company)
- Opportunity to make remarks during the program for three to five minutes
- Premier product placement during the entire program
- Booth or table set up in designated area during the event where promotional items can be displayed and distributed
- Logo on event signage
- Logo on all event advertising including BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

## Premier Sponsor

\$1,000

*4 available* **Only 3 left**

- Booth or table set up in designated area during the event where promotional items can be displayed and distributed
- Logo on event signage
- Logo on all event advertising including BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

## Supporting Sponsor

\$500

*5 available* **Only 3 left**

- Logo on event signage
- Logo on all event advertising including BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

### Event Dates

Quarterly  
3/6, 6/5, 10/9, & 12/4/12

### Time

5:30pm—7:30pm

### Location

Varies

### Contact

Karen Zito, Director of Investor Development, 225-381-7127 or karen@brac.org  
Nancy Little, Director of Events, 225-381-7135 or nancy@brac.org

\*An .eps logo is required for printed promotional materials. Otherwise, company name will be printed in text only. BRAC will inform you of the deadline by which all logo artwork must be received in order to take advantage of full sponsor benefits.



## Second Home Legislative Reception

BRAC will once again be partnering with Mayor-President Melvin "Kip" Holden and the City of Baton Rouge to continue the tradition of hosting the premier kick-off party for the start of the regular legislative session. The Second Home Legislative Reception welcomes Louisiana legislators back to Baton Rouge, their home away from home during this time of service to our state.

The party starts immediately following Governor Jindal's address to the legislature on Monday, March 12, 2012. Held at the Louisiana State Museum in Baton Rouge, guests will enjoy live local entertainment and creative cuisine from some of the region's most talented chefs.

The Second Home Legislative Reception is well-attended by members of the legislature, other state and local government officials, and the business community, boasting more than three hundred attendees each year.

**2012**  
**SPONSORSHIP OPPORTUNITIES**



## Presenting Sponsor

\$5,000

1 available

- Company name will be affiliated with the name of the event (Second Home presented by your company)
- Opportunity for two sponsor representatives to attend a private post-event dinner downtown Baton Rouge with Mayor-President “Kip” Holden, select members of the Capital Region delegation, and Adam Knapp, President and CEO of the Baton Rouge Area Chamber
- Opportunity to make remarks during the introduction of the program for three to five minutes
- Booth or table set up in designated area with high visibility before the program where promotional items can be displayed
- Premier product placement during the entire program
- Logo on event invitation, ticket, visual presentation, table cards, and event signage
- Logo on select event follow up including BRAC newsletter, BRAC investor notifications, and online

## Premier Sponsor

\$2,500

4 available

**Sold out**

- Opportunity for two sponsor representatives to attend a private post-event dinner downtown Baton Rouge with Mayor-President “Kip” Holden, select members of the Capital Region delegation, and Adam Knapp, President and CEO of the Baton Rouge Area Chamber
- Booth or table set up in designated area with high visibility before the program where promotional items can be displayed
- Premier product placement during the entire program
- Logo on event invitation, ticket, visual presentation, table cards, and event signage
- Logo on select event follow up including BRAC newsletter, BRAC investor notifications, and online

## Supporting Sponsor

\$1,000

5 available

**Only 1 left**

- Logo on event invitation, ticket, visual presentation, table cards, and event signage
- Logo on select event follow up including BRAC newsletter, BRAC investor notifications, and online

### Event Date

Monday  
3/12/12

### Time

4:00pm—7:00pm

### Location

Louisiana State Museum  
Baton Rouge

### Contact

Karen Zito, Director of Investor Development, 225-381-7127 or karen@brac.org  
Nancy Little, Director of Events, 225-381-7135 or nancy@brac.org

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**Baton Rouge Area Chamber®**

# *Innovation* **TAKE-OUT**

Innovation Take-Out is a series of interactive meetups designed to accelerate good ideas. The events are put on in conjunction with the Regional Innovation Organization (RIO) and encourage participation among entrepreneurs and startup companies in the Baton Rouge area. Attendees are provided with information and resources they can "take-out" or grab on their way to their next big idea. These events provide an opportunity for interaction among the innovators and forward thinkers.

The event will be promoted on the *Daily Report*, on the BRAC website, and through the BRAC e-newsletter and direct email to BRAC investors.

2012  
SPONSORSHIP OPPORTUNITIES



## Presenting Sponsor

\$2,000

*1 available* **Sold out**

- Company name will be affiliated with the name of the event (Innovation Take-Out presented by your company)
- Opportunity to make remarks during the program for three to five minutes
- Booth or table set up in designated area during the event where promotional items can be displayed and distributed
- Premier product placement during the entire program
- Logo on event signage
- Logo on all event advertising including BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

## Premier Sponsor

\$1,000

*4 available*

- Booth or table set up in designated area during the event where promotional items can be displayed and distributed
- Logo on event signage
- Logo on all event advertising including BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

## Supporting Sponsor

\$500

*5 available*

- Logo on event signage
- Logo on all event advertising including BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

### Event Dates

Quarterly  
2/9, 5/10, 8/9, & 11/8/12

### Time

5:30pm—7:30pm

### Location

TBD

### Contact

Karen Zito, Director of Investor Development, 225-381-7127 or karen@brac.org  
Nancy Little, Director of Events, 225-381-7135 or nancy@brac.org

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## SMALL BUSINESS EDUCATION SERIES

BRAC and SCORE will partner together again in 2012 to present educational luncheons featuring a variety of topics relevant to small business. Each luncheon will include a speaker or panel of speakers to give insight on the chosen topic. Past small business education series have proved valuable to many BRAC investors and non-investors.

The event will be promoted on the *Daily Report*, on the BRAC website, and through the BRAC e-newsletter and direct email to BRAC investors.

2012  
SPONSORSHIP OPPORTUNITIES

**SCORE**   
FOR THE LIFE OF YOUR BUSINESS

 Baton Rouge Area Chamber®

## Presenting Sponsor

\$2,000

*1 available* **Sold out**

- Company name will be affiliated with the name of the event (Small Business Education Series presented by your company)
- Opportunity to make remarks during the program for three to five minutes
- Premier product placement during the entire program
- Booth or table set up in designated area during the event where promotional items can be displayed and distributed
- Logo on event signage
- Logo on all event advertising including the *Daily Report*, BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

## Premier Sponsor

\$1,000

*4 available*

- Booth or table set up in designated area during the event where promotional items can be displayed and distributed
- Logo on event signage
- Logo on all event advertising including BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

## Supporting Sponsor

\$500

*5 available*

- Logo on event signage
- Logo on all event advertising including BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

### Event Dates

Quarterly  
2/29, 5/23, 8/29, & 11/28/12

### Time

11:30am—1:00pm

### Location

TBD

### Contact

Karen Zito, Director of Investor Development, 225-381-7127 or karen@brac.org  
Nancy Little, Director of Events, 225-381-7135 or nancy@brac.org

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# *BRAC* **CONNECT**

BRAC invites all investors to come together at lunch to connect with other small business leaders and sales professionals in the Baton Rouge area. This new networking format will allow participants to interact one on one with a large number of attendees in a short period of time. The one on one interaction will provide more in-depth interaction than the standard thirty second sales pitch. It will allow for an introduction, an explanation of a business, it's goals, and objectives, as well as the ability to ask and answer questions.

The event will be promoted on the *Daily Report*, on the BRAC website, and through the BRAC e-newsletter and direct email to BRAC investors.

**2012**  
**SPONSORSHIP OPPORTUNITIES**



## Presenting Sponsor

\$1,200

*1 available*

- Company name will be affiliated with the name of the event (BRAC Connect presented by your company)
- Opportunity to make remarks during the program for three to five minutes
- Booth or table set up in designated area during the event where promotional items can be displayed and distributed
- Premier product placement during the entire program
- Logo on event signage
- Logo on all event advertising including BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

## Premier Sponsor

\$600

*4 available*

- Booth or table set up in designated area during the event where promotional items can be displayed and distributed
- Logo on event signage
- Logo on all event advertising including BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

## Supporting Sponsor

\$350

*5 available*

- Logo on event signage
- Logo on all event advertising including BRAC newsletter, BRAC investor email notifications, and online listing to begin no later than three weeks before event

### Event Dates

Bi-annually  
4/25 and 9/26/12

### Time

11:30am—1:00pm

### Location

TBD

### Contact

Karen Zito, Director of Investor Development, 225-381-7127 or karen@brac.org  
Nancy Little, Director of Events, 225-381-7135 or nancy@brac.org

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# SPECIAL OFFER

## *Presenting Sponsor Package*

If your company commits to be the presenting sponsor for all of BRAC's 2012 events, you will receive a 10% discount on the cost of the total sponsorships.

## *Principal Sponsor Package*

If your company commits to sponsoring all of BRAC's 2012 events, no matter the level, you will receive a 5% discount on the cost of the total sponsorships.



Baton Rouge Area Chamber®