

# BRAC

## SPONSORSHIP OPPORTUNITIES

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**Engage. Connect. Build your brand.**

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Baton Rouge Area Chamber®

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## BRAC SPONSORSHIP OPPORTUNITIES

# Engage. Connect. Build your brand.

BRAC offers a variety of opportunities to become involved in its activities and programs throughout the year. Consider maximizing your investment in BRAC through event sponsorship.

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# 2025 SPONSORSHIP PROSPECTUS

## WASHINGTON MARDI GRAS BATON ROUGE RECEPTION

BRAC hosts a Baton Rouge Area cocktail reception during Washington Mardi Gras every year to allow business leaders and elected officials the opportunity to network. The reception is held directly preceding Louisiana Alive, one of the premier events of the week.

**Date:**

January 23, 2025

**Estimated attendance:**

350 – 450 attendees

Sponsorship Opportunities	Title Sponsor \$10,000	Royal Sponsor \$7,500	Court Sponsor \$5,000	Krewe Sponsor \$2,500
Recognition in the name of the event	*			
Logo recognition on swag item	*			
Opportunity to feature company on screens throughout the room	*			
Opportunity to share promotional item	*	*		
Logo on event collateral	*	*		
Recognition during the event	*	*	*	*
Two tickets to the economic development luncheon	*	*	*	
Name on event collateral			*	*
Name on invitation			*	*



# 2025 SPONSORSHIP PROSPECTUS

## ANNUAL MEETING

BRAC's Annual Meeting is a focused gathering of key stakeholders, where BRAC conducts essential business, reviews the year's progress, and sets the stage for what's to come. Following the formal (but quick!) agenda, attendees are invited to a relaxed happy hour, offering an excellent opportunity to network and engage with fellow investors and leaders. This event is designed to keep investors informed and connected in a more intimate setting.

**Date:**  
February 25, 2025

**Estimated attendance:**  
300 – 400 attendees

Sponsorship Opportunities	Presenting Sponsor \$7,500 (exclusive)	Premier Sponsor \$5,000	Supporting Sponsor \$2,500 (unlimited)
Recognition in the name of the event	*		
Recognition in all digital marketing	*		
Premier logo placement on event invitation, registration page, and event signage	*		
Opportunity to attach an offer or information on the follow up email	*		
Invitation for five company representatives	*		
Recognition in select digital marketing		*	*
Logo placement on event invitation, registration page, and event signage		*	
Invitation for two company representatives		*	*



# 2025 SPONSORSHIP PROSPECTUS

## SECOND HOME LEGISLATIVE RECEPTION

BRAC will host the premier launch party for the start of the 2025 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 the governor's address to the legislature.

**Date:**

April 14, 2025

**Time:**

4 - 6 p.m.

Sponsorship Opportunities	Presenting Sponsor \$7,500 (one available per event)	Premier Sponsor \$5,000 (four available per event)	Supporting Sponsor \$2,500 (unlimited)
Recognition in the name of the event	*		
Opportunity to distribute a company-branded item	*		
Signage on event bars (if desired)	*	*	
Recognition during event	*	*	*
Logo on event collateral	*	*	*
Registration for 4 attendees	*		
Registration for 2 attendees		*	*



# 2025 SPONSORSHIP PROSPECTUS

## HAPPY HOURS

BRAC will host three Happy Hours in 2025 that are light on programming and heavy on relationship-building. Current and prospective BRAC investors will be invited to the Happy Hours hosted around the region.

**Date:**

June 25, August 20, December 3

**Estimated attendance:**

50 – 100 attendees per event

Sponsorship Opportunities	Presenting Sponsor \$5,000 (three Happy Hours included) (exclusive)	Supporting Sponsor \$1,500 (three Happy Hours included) (six available)
Recognition in the name of the event and in all digital marketing	*	
Opportunity to deliver remarks at the beginning of the Happy Hour (1-2 minutes)	*	
Logo to appear on the registration page	*	*
Logo on sponsor signage	*	
Opportunity to attach an offer or information on the follow up email that is sent to all registrants	*	
Recognition in some digital marketing		*
Recognition on sponsor signage		*



# 2025 SPONSORSHIP PROSPECTUS

## REGIONAL EXECUTIVES FIELD TRIPS

BRAC's Regional Executives Field Trip is an exclusive, curated experience where top executives tour key economic assets across the Capital Region. Reserved for investors at the \$15k tier and above, these trips provide in-depth briefings from local subject matter experts on priority issues and the chance to network with regional leaders. Sponsorship offers a unique opportunity to showcase your business to this select audience.

**Date:**  
September 24, 2025

**Estimated attendance:**  
30 – 75 attendees

Sponsorship Opportunities	Presenting Sponsor \$15,000 (one available)	Supporting Sponsor \$5,000
Opportunity to deliver brief remarks during the tour	*	
Opportunity to distribute a company-branded item (i.e. totes, notebooks, pens, etc.)	*	
Opportunity to share message in post-event recap	*	
Recognition during the tour	*	*
Recognition in event invitation	*	*
Logo to appear on the registration page	*	*
Logo to appear on all printed materials	*	*
Inclusion in post-event recap	*	*



# 2025 SPONSORSHIP PROSPECTUS

## BTR DINNER

BTR Dinner is the premier dinner party experience of the year! This unique event will bring participants together in homes across the region for an evening of meaningful conversation and connections. From CEOs and university presidents to creative entrepreneurs and tech pros, community leaders will open their doors to host intimate dinners designed to bridge the gap between newcomers and long-time locals, fostering engaging discussions and lasting relationships.

**Date:**

September 11, 2025

**Estimated attendance:**

150 – 200 attendees

Sponsorship Opportunities	Presenting Sponsor \$7,500 (one available)	Premier Sponsor \$5,000 (four available)	Supporting Sponsor \$2,500 (unlimited)
Recognition in the name of the event	*		
Opportunity to share promotional item with participants	*	*	
Inclusion in event invitation	*	*	*
Logo on RSVP page	*	*	*
Logo on event collateral	*		
Invitation for five company representatives	*		
Invitation for three company representatives		*	
Invitation for two company representatives			*

## Trade Sponsor

BRAC seeks to work with organizations that can provide unique experiences to the attendees through donated venue space or interesting swag items. If this is of interest, our team will craft a benefits package that matches your trade.





# 2025 SPONSORSHIP PROSPECTUS

## BRAC IMPACT

BRAC Impact is the organization's flagship event. This event is all about celebrating the achievements of the past year and unveiling our bold, updated strategies for the future. With short presentations, dynamic entertainment, and high-energy networking, this is the ultimate opportunity for BRAC investors to be part of something big and look ahead to the next phase of work.

**Date:**

October 9, 2025

Sponsorship Opportunities	Presenting Sponsor \$20,000 (exclusive)	Experiential Sponsor \$7,500	Platinum Sponsor \$5,000	Gold Sponsor \$3,500
Recognition in the name of the event	*			
Opportunity to deliver remarks	*			
Inclusion in all event marketing	*			
Logo on all event collateral	*			
Logo on all signage	*			
Logo on specific experiential activity	*	*		
Inclusion in press release	*	*	*	*
Complimentary registration (10 attendees)	*			
Recognition during the event	*	*	*	*
Inclusion in select event marketing		*	*	*
Complimentary registration (5 attendees)		*	*	
Complimentary registration (2 attendees)				*



# 2025 SPONSORSHIP PROSPECTUS

## LEADERSHIP BATON ROUGE

Leadership Baton Rouge was founded as a BRAC program in 1985 to prepare a diverse group of professionals for leadership positions in the community. There are now over 1,400 graduates of the program, many of whom serve in leadership positions on boards, commissions, and hold federal, state and local public offices.

### Date:

January 16 (class announcement), January 30-31 (opening retreat), February 21, March 14, April 4, May 2, June 13, July 18, August 15, September 19, October 24, November 13-14 (closing retreat), November 18 (graduation)

### Estimated class participants:

40 – 45 participants

Sponsorship Opportunities	Title Sponsor \$5,000 (exclusive)	Social Sponsor \$2,000 (four available, one per quarter)	Participant Scholarships + Program Supporters \$500
Exclusive title sponsor of the Leadership Baton Rouge Class of 2025	*		
Recognition in press release	*		
Opportunity to participate in two sessions*	*		
Recognition at each session	*		
Four complimentary tickets to LBR graduation	*		
Recognition at LBR graduation	*	*	
Opportunity to participate in one session*		*	
Exclusive host of a class social after session		*	
Ensures program is accessible to all			*
Supports an exceptional experience for LBR fellows			*
Verbal recognition at LBR graduation			*

\*Session(s) to be determined by facilitator



# 2025 SPONSORSHIP PROSPECTUS

## BETTER IN BTR

The Better in Baton Rouge campaign fosters community pride and talent retention by highlighting what makes the Baton Rouge Area great—inspiring residents to celebrate and contribute to making it an even better place to work, live, and thrive.

Align your company's brand with this community-wide movement through our sponsorship and marketing partnership opportunities.

### SOCIAL MEDIA INTERVIEW SERIES SPONSORS

Better in BTR connects with the local community through engaging content on Facebook, Instagram, LinkedIn, X, and TikTok, sharing positive stories of the Capital Region. A key component of the social media strategy is highlighting the remarkable people and places that define our area.

By sponsoring this interview series, your company empowers us to share authentic Baton Rouge Area narratives that resonate with both the Better in BTR brand and your own. This comprehensive sponsorship includes talent coordination, pre-interview preparation, interview logistics, filming, and professional video editing.

- ▶ Featured on Better in BTR social media channels over a 1-3 month period, based on the chosen number of interviews
- ▶ Logo recognition on all interview-related social media posts; collaborative posts are also available
- ▶ Opportunity to contribute to the selection of individuals to be featured
- ▶ Option to include a custom question in each interview
- ▶ Delivery of final, edited videos for your company's use

Investment: \$10,000 for 10 interviews, \$20,000 for 20 interviews (recommended for maximum impact)

### MARKETING PARTNERSHIPS

To further facilitate participation and amplify the brand's reach, we offer the development of customized Better in BTR recruitment content, creative assets, and marketing materials through marketing partnerships. These tailored resources are designed to streamline your engagement efforts and ensure impactful outreach.

Learn more about these opportunities at [betterinbtr.com/resources](https://betterinbtr.com/resources).