



2026

Sponsorship Opportunities

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The Partnership’s event, program, and marketing sponsorships offer year-round visibility and engagement. Each opportunity connects your business with key audiences and places your brand at the center of the region’s growth story.

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JANUARY 29, 2026

Washington Mardi Gras Baton Rouge Reception

The Partnership 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.

Estimated Attendance: 400

| | Title Sponsor \$20,000 | Cocktail Sponsor \$15,000 | Royal Sponsor \$10,000 | Court Sponsor \$7,500 | Krewe Sponsor \$5,000 |
|-------------------------------------------------|------------------------------|---------------------------------|------------------------------|-----------------------------|-----------------------------|
| SPONSORSHIP OPPORTUNITIES | | | | | |
| Recognition in the name of the event | ◆ | | | | |
| Logo recognition on swag item | ◆ | | | | |
| Opportunity to share promotional item | ◆ | ◆ | | | |
| Logo on event collateral | ◆ | ◆ | ◆ | | |
| Logo on digital marketing (social, email, etc.) | ◆ | ◆ | ◆ | | |
| Logo recognition on all bars | | ◆ | | | |
| Tickets to the Economic Development Luncheon | 5 | 3 | 2 | 2 | - |
| Name on event collateral | | | | ◆ | ◆ |
| Name on digital marketing (social, email, etc.) | | | | ◆ | ◆ |



FEBRUARY 25, 2026

225 Day

Celebrate the best of Baton Rouge on 225 Day! Held annually on February 25 (2/25) as a playful nod to our area code, this is the ultimate collective party for the Baton Rouge area. It’s a day to shout from the rooftops about everything that makes us unique, from our industry powerhouses and amazing universities to our incredible arts, culture, and, of course, our food scene.

Estimated Attendance: 300

| | Top Sponsor \$10,000 | Bar Sponsor \$7,500 | Entertainment Sponsor \$7,500 | Experiential Sponsor \$7,500 | Showcase Sponsor \$5,000 | Supporting Sponsor \$2,500 |
|-----------------------------------------------------------------------------------------------------|----------------------------|---------------------------|-------------------------------------|------------------------------------|--------------------------------|----------------------------------|
| SPONSORSHIP OPPORTUNITIES | | | | | | |
| Premier logo placement on digital marketing, event invitation, registration page, and event signage | ◆ | | | | | |
| Recognition at experiential event element | ◆ | | | ◆ | | |
| Number of complimentary tickets | 10 | 5 | 5 | 5 | 5 | 2 |
| Logo placement on event invitation, registration page, and event signage | | ◆ | ◆ | ◆ | ◆ | ◆ |
| Recognition on bar and opportunity to name a specialty cocktail | | ◆ | | | | |
| Recognition on/near the music set-up | | | ◆ | | | |



MARCH 3 + JUNE 24, 2026

Legislative Lens Event Series

The Legislative Lens is a two-part event series, guiding the business community through the 2026 legislative session. At the Preview, attendees will hear directly from key elected officials about the critical priorities and potential impacts facing businesses before the session gavel drops. Following sine die, the Recap invites back our region’s legislators to provide a summary of the session’s outcomes and what it all means for the business community and the region’s economic landscape.

Estimated Attendance: 50-100 per event

| | Presenting Sponsor \$5,000 | Supporting Sponsor \$2,500 |
|------------------------------------------------------------------------------------------------------|----------------------------------|----------------------------------|
| SPONSORSHIP OPPORTUNITIES | | |
| Recognition in the name of the event and in all digital marketing | ◆ | |
| Opportunity to deliver remarks or provide a video at the beginning of the event (1-2 minutes) | ◆ | |
| Opportunity to attach an offer or information on the follow up email that is sent to all registrants | ◆ | |
| Logo to appear on the registration page | ◆ | ◆ |
| Logo on sponsor signage | ◆ | ◆ |
| Recognition in some digital marketing | | ◆ |

MARCH 9, 2026

Second Home Legislative Reception

The Partnership will host the premier launch party for the start of the 2026 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. This is an invite-only celebration for elected officials, The Partnership’s top-tier investors (\$15k+), and event sponsors.

Estimated Attendance: 200

| | Top Sponsor \$10,000 | Cocktail Sponsor \$7,500 | Entertainment Sponsor \$7,500 | Premier Sponsor \$5,000 | Supporting Sponsor \$2,500 |
|-----------------------------------------------------------------|----------------------------|--------------------------------|-------------------------------------|-------------------------------|----------------------------------|
| SPONSORSHIP OPPORTUNITIES | | | | | |
| Opportunity to distribute a company-branded item | ◆ | | | | |
| Logo on event collateral | ◆ | ◆ | ◆ | ◆ | ◆ |
| Opportunity to bring attendees | 8 | 6 | 6 | 4 | 2 |
| Recognition on bar and opportunity to name a specialty cocktail | | ◆ | | | |
| Recognition on/near the music set-up | | | ◆ | | |



APRIL 16, JULY 23 + DECEMBER 10, 2026

Happy Hours

The Partnership will host three Happy Hours in 2026 that are light on programming and heavy on relationship-building. Current and prospective investors will be invited to the Happy Hours hosted around the region.

Estimated Attendance: 50-100 per event

| | Presenting Sponsor \$7,500 | Supporting Sponsor* \$2,500 |
|------------------------------------------------------------------------------------------------------|-------------------------------|--------------------------------|
| SPONSORSHIP OPPORTUNITIES | | |
| Recognition in all digital marketing | ◆ | ◆ |
| 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 | ◆ | ◆ |

**Priced per happy hour*



APRIL 30 + SEPTEMBER 17, 2026

BTR Dinner

BTR Dinner is the 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 foster engaging discussions and lasting relationships.

Estimated Attendance: 150 per event

| | Presenting Sponsor \$10,000 | Premier Sponsor* \$5,000 | Supporting Sponsor* \$2,500 |
|---------------------------------------------------------|-----------------------------------|--------------------------------|-----------------------------------|
| SPONSORSHIP OPPORTUNITIES | | | |
| Recognition in the name of the event | ◆ | | |
| Logo on event collateral | ◆ | | |
| Opportunity to share promotional item with participants | ◆ | ◆ | |
| Inclusion in event invitation | ◆ | ◆ | ◆ |
| Logo on RSVP page | ◆ | ◆ | ◆ |
| Number of complimentary tickets | 5 | 3 | 2 |

**Priced per event*



OCTOBER 22, 2026

Annual Meeting

The 2026 Annual Meeting is The Partnership’s flagship event — a celebration where business and community leaders come together for an evening of inspiration, entertainment, and connection that highlights the momentum driving the Capital Region forward.

Estimated Attendance: 600

| Presenting Sponsor | Entertainment Sponsor | Cocktail Sponsor | Parish Showcase Sponsor | Supporting Sponsor |
|-----------------------|--------------------------|---------------------|-------------------------------|-----------------------|
| \$20,000 | \$15,000 | \$10,000 | \$7,500 | \$5,000 |

SPONSORSHIP OPPORTUNITIES

| | | | | | |
|-----------------------------------------------------------------|----|----|---|---|---|
| Recognition in the name of the event | ◆ | | | | |
| Inclusion in all event marketing | ◆ | | | | |
| Logo on all event collateral | ◆ | | | | |
| Logo on event signage | ◆ | ◆ | ◆ | ◆ | |
| Number of complimentary tickets | 10 | 10 | 6 | 6 | 4 |
| Recognition on/near the entertainment set-up | | ◆ | | | |
| Inclusion in select event marketing | | ◆ | ◆ | ◆ | ◆ |
| Recognition on bar and opportunity to name a specialty cocktail | | | ◆ | | |
| Recognition on selected parish showcase booth | | | | ◆ | |



PROGRAM SPONSORSHIP

2050 Regional Visioning

In collaboration with multiple regional organizations, The Partnership is launching an initiative to develop a 2050 regional vision. This effort will establish a unified, long-term perspective that tackles issues too big for any single community, coordinates efforts across sectors, and leverages resources effectively at a regional scale. By using data to align goals and create a framework for proactive problem-solving, this plan will guide regional development for the next two decades. The strategic planning process starts in 2026, with the plan's official kick-off in 2027.

INVESTMENT

To support this initiative, we are offering tailored opportunities to get involved. If interested, please contact The Partnership's Investor Development team.

PROGRAM SPONSORSHIP

CareerBridge Summer Program

The CareerBridge Summer Program connects high school students across the Capital Region with paid, work-based learning opportunities. Through partnerships with schools, employers, and community organizations, students gain professional experience, mentorship, and skill development that prepare them for future careers while strengthening the region’s talent pipeline. Opportunities begin at \$1,200 per student, directly funding internship stipends that make participation accessible and equitable for all. Additional sponsorship support sustains key program initiatives—including recruitment, employer engagement, marketing, training, and mentorship—ensuring a high-quality experience for students and host sites. Together, these investments create pathways to meaningful careers and build a stronger, more connected regional workforce.

Estimated Participation: 700+ students, 100+ employers, 40+ schools, 100 support staff

Program Duration: May - August 2026

| | Premier Sponsor \$15,000 | Participant Scholarship \$1,200 |
|----------------------------------------------------------------------------------|-----------------------------|------------------------------------|
| SPONSORSHIP OPPORTUNITIES | | |
| Recognition at Welcome and Closing Events (on-site signage, program mentions) | ◆ | |
| Logo Placement on all internship marketing and collateral | ◆ | |
| Name listed on internship collateral (welcome packets, signage, program website) | ◆ | |
| Opportunity to provide branded item to student participants | ◆ | |
| Verbal recognition at opening and closing event | | ◆ |
| Supports an exceptional experience for one CareerBridge student | | ◆ |



PROGRAM SPONSORSHIP

Leadership Baton Rouge

Founded in 1985, Leadership Baton Rouge is a Greater Baton Rouge Economic Partnership program that prepares a diverse group of professionals for community leadership. Through 13 in-depth sessions, participants gain a deeper understanding of the region’s challenges and opportunities. The program now boasts more than 1,400 graduates serving in leadership roles across every level of government and community life.

Estimated Participation: 40-45 participants

| | Title Sponsor \$7,500 | Social Sponsor* \$2,500 | Participant Scholarship + Program Supporter \$500 |
|---------------------------------------------------------------------|--------------------------|----------------------------|------------------------------------------------------|
| SPONSORSHIP OPPORTUNITIES | | | |
| Exclusive title sponsor of the Leadership Baton Rouge Class of 2026 | ◆ | | |
| 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 | | | ◆ |

**4 available, 1 per quarter*



MARKETING SPONSORSHIP

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 Louisiana's 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.



MARKETING SPONSORSHIP

Industry Makes the World BTR

For too long, the world—and even our own community—hasn’t realized the impact of what we make right here at home. We’re the silent engine behind countless everyday products, from additives in your shampoo to the materials that build the world’s infrastructure. We’re not just making things; we’re making things better. By tying into the “Better in BTR” brand, this campaign offers a positive, powerful, and proudly local message that connects our global industrial powerhouse with the people who power it to inspire pride, attract talent, and show the world that what we do here truly makes it a better place.

LOCAL PRODUCTS TRAVELING EXHIBITION

The exhibition is a dynamic, multi-stop activation designed to educate audiences across the region, transforming abstract industrial concepts into relatable, everyday impact. The exhibition will travel to key locations and community events throughout the region, acting as a tangible, interactive hub that brings our global impact down to a local level.

- Logo recognition on the traveling display
- Features on Better in BTR social media

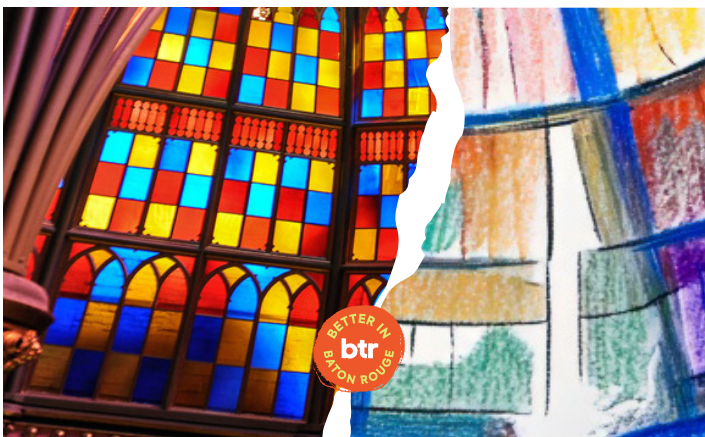
Investment: \$10,000 (this sponsorship is an exclusive, year-long opportunity)

BILLBOARD CAMPAIGN

Invest in high-impact outdoor media to visibly align your brand with the community perception campaign, Better in BTR. This sponsorship opportunity includes the creation and production of three billboard creative pieces for display in the Baton Rouge area. By participating, you directly support a strategic, large-scale effort to enhance perceptions of the industrial sector.

- Full partnership with our team to design three compelling billboard visuals and messaging
- Consultation and assistance with coordinating ad space placements across the market

Investment: \$3,500 for creative (placement cost not included)



MARKETING SPONSORSHIP

The Partnership Naming Rights Opportunities

The Partnership's office building, the David E. Roberts Center for Economic Development, is the central hub for regional economic development and business innovation in the Baton Rouge area. We are offering two new, unique opportunities to link your legacy, brand, or family name with this anchor of the Capital Region business community by sponsoring a key display. Your investment will not only honor your commitment to our area's economic future but will also showcase your vision and leadership to the entrepreneurs, private sector leaders, and visionaries who gather here daily to collaborate and chart the next direction for regional growth.

LOCAL PRODUCTS BOARDROOM DISPLAY

The display is a dynamic activation designed to educate building visitors, transforming abstract industrial concepts into relatable, everyday impact. The display will be in The Partnership's Wampold Boardroom, acting as a tangible, interactive hub that brings our global impact down to a local level. The 'Smith' Local Products Display is in the boardroom where all Partnership Board meetings are held. Additionally, the room hosts various Partnership meetings and is available for public use. The room seats over 80 people in classroom style and over 60 people at rectangular tables.

- Name recognition on the display

Investment: \$15,000 (this sponsorship is an exclusive, two-year opportunity)

MURAL

A custom "Better in BTR" mural will adorn the side of The Partnership's building, alongside Sixth Street, creating a vibrant art piece for residents, downtown workers and visitors to enjoy.

- Logo recognition within the mural

Investment: \$15,000 (this sponsorship is an exclusive opportunity for two years, so long as The Partnership occupies the building)

