



GMA BUSINESS ALLIANCE PROGRAM

2025 BUSINESS SPONSORSHIP OPPORTUNITIES



ADVOCACY. SERVICE. INNOVATION.



OUR VISION

Our vision is to create sustainable, mutually beneficial relationships between the Georgia Municipal Association (GMA), Georgia's Cities and our Business Alliance Program Participants that help to build strong, vibrant communities.





A MESSAGE FROM THE GEORGIA MUNICIPAL ASSOCIATION



LARRY HANSON, GMA CEO AND EXECUTIVE DIRECTOR

Since 1933, the Georgia Municipal Association (GMA) has been a partner and voice for Georgia's cities. GMA is the only state organization that represents municipal governments in Georgia and currently represents all 537 cities in the state. Based in Atlanta, GMA is a voluntary, non-profit organization that provides legislative advocacy, educational, employee benefit and technical consulting services to its members. GMA is governed by a 62-member Board of Directors, composed of city officials.

From its beginning, GMA has been determined to make cities more effective and efficient by advocating in one-voice on their behalf locally and in Washington, D.C. GMA anticipates and influences the forces shaping Georgia's cities and provides leadership, tools and services, as well as many opportunities to learn, network and grow. This support assists municipal governments in becoming more innovative, effective and responsive.

GMA's Business Alliance Program provides GMA with a network of experts to help carry out its mission. Through the combined efforts of GMA and members of the Business Alliance Program, Georgia cities gain additional resources and information to help them operate their cities and provide the best services to their residents and businesses.

The Alliance is here to help you grow your business while you help us build a stronger Georgia. Our vision is to create sustainable, mutually beneficial relationships between GMA, Georgia's cities and other organizations that allow us to build strong, vibrant communities together.

Sincerely,
Larry Hanson, GMA CEO and Executive Director



ABOUT GMA



"We greatly appreciate all of our supporting companies that engage with GMA through the Business Alliance Program. We understand that all of our member cities benefit from the premier resources, tailored solutions, and significant cost efficiencies our BAP organizations offer. We extend our profound gratitude for their support and the vital roles they play in helping cities thrive." — **MADISON MAYOR FRED PERRIMAN, GMA PRESIDENT**

The mission of the Georgia Municipal Association is to anticipate and influence the forces shaping Georgia's cities and to provide leadership, tools and services that assist municipal governments in becoming more innovative, effective and responsive.

GMA has two 501c3 nonprofits

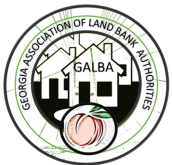
- Georgia Cities Foundation
- GeorgiaForward, Inc.

GMA also works with several municipal and professional associations to support annual conferences and events. GMA can help your company connect with the targeted audiences and communities of these organizations through sponsorship and exhibits which include:



Georgia Association of Fire Chiefs:

Supports career, combination and volunteer Chiefs with a common goal of bettering the fire service and its service delivery to the citizens of Georgia.



Georgia Association of Land Bank

Authorities (GALBA) Provide education and updated legislation information to Land Bank Authorities throughout Georgia. GALBA encourages communities' involvement with local and regional Land Banks.



Georgia Municipal Clerks Association:

Promotes the exchange of ideas with a large network of clerks across Georgia. Additionally, GMCA continues professional development through sponsored educational programs.



Georgia City-County Management

Association: Creates excellence in local governance by fostering innovation, mentoring, networking, continuing education and other professional development opportunities.



Georgia Downtown Association:

Promotes the economic redevelopment of Georgia's traditional downtowns through advocacy, education and marketing.



GMA Gas Section: Foster, coordinate and perform, or cause to be performed, conferences, short courses and training sessions and/or mediums for discussion, study and communication regarding transportation, storage, production and utilization of natural gas by municipal operators.

THE VALUE OF GEORGIA'S CITIES

CITIES PLAY A VITAL ROLE IN THE STATE'S ECONOMY.



Georgia cities comprise only **9%** of the land area in Georgia.



Cities contain **44%** of the population in Georgia.



73% of Georgia cities have a population of 5,000 or less.



Cities account for **91%** of GDP in Georgia.

46% of the assessed value of all property in the state



66% of all commercial property in the state



53% of all industrial property in the state



60% of all tax-exempt property
Cities are responsible for providing a variety of services to tax-exempt properties.



47% of housing structures in the state



42% of single-family housing structures in the state



74% of multi-family housing structures in the state



CITIES ARE HOME TO:



24%

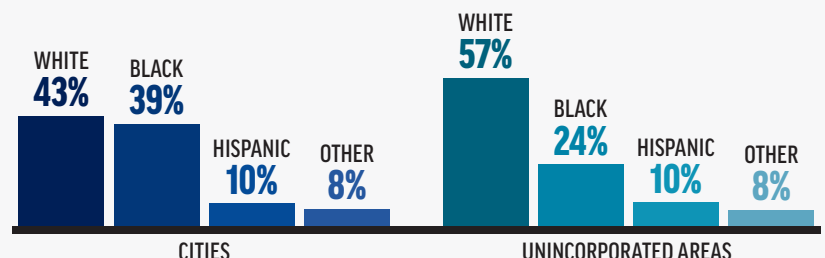


Cities provide **69%** of jobs in Georgia.

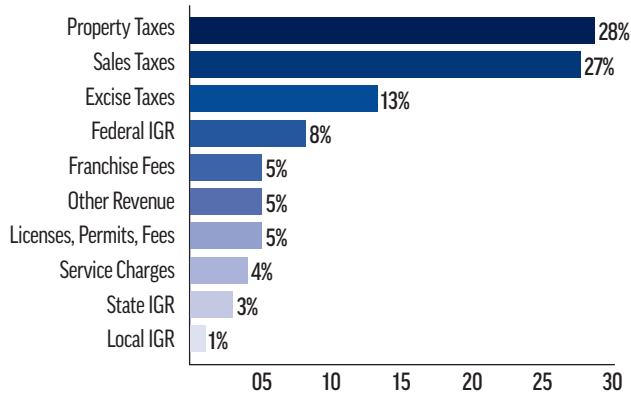
The population in Georgia cities increases during the daytime by **24%** due to commuting, and cities provide services (water, sewer, fire and police protection, etc.) to both daytime and resident populations.

CITIES ARE INCLUSIVE AND VIBRANT. THEY ARE HOME TO OPPORTUNITIES AND SERVICES FOR A MORE DIVERSE GROUP OF RESIDENTS THAN UNINCORPORATED AREAS.

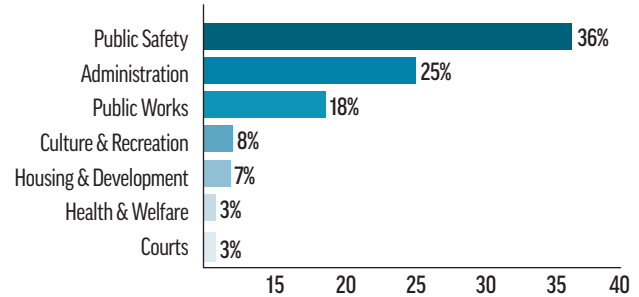
RACIAL DISTRIBUTION OF POPULATION



LOCAL GOVERNMENTS ARE INVESTING IN THE FUTURE:



MUNICIPAL REVENUES BY SOURCE, FY2022



MUNICIPAL EXPENDITURES BY CATEGORY, FY2022

SPLOST AND TSPLOST REVENUES

94%

of SPLOST referenda have been approved by local voters since 2001.

9.5

billion dollars in SPLOST revenues were distributed to local governments to pay for voter-approved capital projects over the last 5 years (2019-2023).

42

Georgia counties have a Single County TSPLOST in place (as of January 2024).

106

counties are either in a Single County TSPLOST or TIA Region (as of January 2024).

4

regions have implemented a Regional (TIA) TSPLOST (as of January 2024).

Funds will not be enough - a strong, long-term partnership between local, state and federal governments is needed to address local infrastructure needs statewide.





GMA BUSINESS ALLIANCE PROGRAM 2025

With three levels of participation available, businesses can market and engage year-round with GMA's municipal members representing all of Georgia's 536 cities.

Through your investment in GMA, you help support efforts to strengthen cities, and at the same time, raise your profile with elected and appointed municipal officials.

	PLATINUM	GOLD	SILVER	NONPROFIT
ANNUAL RATE	\$3,500	\$2,000	\$1,000	\$250
MARKETING AND ALIGNMENT BENEFITS				
GMA Online BAP Directory including logo, description, contact information, website link	✓	✓	✓	✓
Embedded video on BAP Directory company page	✓			
Electronic GMA member excel data base (name, city, address, city phone, titles including Mayor, Clerk, City Manager, Purchasing Agent, and Council Members)	✓	✓	✓	✓
Listing in BAP Guidebook – a printable pdf featuring company products and services directory	✓	✓	✓	✓
Electronic Banner Ad supplied by company featured in GMA's "This Week at GMA" weekly e-newsletter with over 5,500 distribution (Platinum 4 weeks, Gold 2 week) valued \$500 per ad	✓	✓		
Company "Sponsor Focus" content supplied by company produced by GMA highlight in Georgia's Cities Magazine	✓			
Press release announcement on BAP participation created and circulated by GMA with sponsor review and approval	✓	✓		
Exclusive only for BAP - Opportunities to sponsor special events and meetings	✓	✓	✓	✓
Opportunities to submit subject matter expertise	✓	✓	✓	✓
Annual recognition thank you listing in Georgia's Cities magazine with 7,000 distribution (Platinum/Gold logos featured)	✓	✓	✓	✓
DISCOUNTED RATES				
Discounted sponsorship fee for Cities United Summit, Annual Convention, and District Meetings	15%	10%	10%	
Discounted rates on advertising in Georgia's Cities magazine	15%	10%	10%	
Discounted attendee registration fees for GMA's Annual Convention and Cities United Summit	✓	✓	✓	✓
INDUSTRY NEWS AND UPDATES				
Complimentary subscription to Georgia's Cities magazine	✓	✓	✓	✓
Complimentary subscription to GMA's "This Week at GMA" e-newsletter	✓	✓	✓	✓

For more information, contact businessalliance@gacities.com



CITIES UNITED SUMMIT 2025

January 24-27, 2025 Omni Atlanta Hotel at Centennial Park
Sponsorships close December 13, 2024

Cities United Summit brings together nearly 1,000 Georgia city officials to advocate for municipal priorities. The summit enables attendees to engage with state leaders during Cities United Day at the Capitol. Municipal Institute training classes are also available and offered in partnership with UGA's Carl Vinson Institute of Government.

SPONSORSHIP LEVELS					
	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
BENEFIT	\$20,000	\$10,000	\$5,000	\$3,000	\$1,750
# of Summit Full registrations includes all events - Value \$500 per registration	4	2	1		
# of additional tickets to sponsored event(s)	4	2	2	2	2
Legislative Monday Breakfast recognized sponsor	✓	✓	✓		
GMA Board of Directors Reception recognized sponsor	✓	✓			
Sunday Evening Networking Reception open to all attendees recognized sponsor	✓	✓	✓	✓	✓
Awards Sunday Luncheon recognized sponsor	✓	✓	✓	✓	
First Time Attendee Orientation Sunday Breakfast recognized sponsor	✓			✓	
Refreshment Breaks sponsor Friday, Saturday, Sunday					✓
Opportunity to speak briefly (one-minute address) to attendees at sponsored event	Legislative Monday Breakfast	Legislative Monday Breakfast	Information Session Sunday PM	New Member Orientation Breakfast Sunday AM	N/A
Display table in pre-function/registration area	✓	✓	✓		
Sponsor logo on Badge Printing stations screens	✓				
Sponsor logo on hand held badge scanners used by staff at all meetings	✓	✓			
Logo featured on Mobile Event App	✓	✓			
Advertisement in event program	Full page	1/2 page			
Electronic Banner Ad in GMA weekly e-newsletter over 5,500 distribution	2x	2x	1x		

All sponsors receive:

Company listing: Conference Program, GMA Website, Georgia's Cities magazine, General Session screens

Public recognition by GMA leadership

List of names of attendees— pre and post event, including city, title (please note, list does not include email addresses)

Requirement of active/paid 2025 Business Alliance Program status to qualify for Cities United Summit sponsorship

For more information, contact businessalliance@gacities.com



ANNUAL CONVENTION 2025

June 20-24, 2025 Savannah Convention Center, Sponsorships close May 2, 2025

Held every year in Savannah, GA, this energizing and highly awaited 5-day event features engaging sessions and unrivaled training for city officials and local leaders from across the state. The Convention provides over 2,000 city officials, staff and guests with access to training, workshops, policy meetings, specialized forums, networking, social events and industry solutions for municipal governments.

The Convention also includes the Municipal Marketplace, a tradeshow featuring products and services that improve the operations of cities to enhance the lives of their citizens.

SPONSORSHIP LEVELS							
	PRESENTING	DIAMOND	PLATINUM	GOLD	SILVER	COPPER	BRONZE
BENEFIT	\$25,000	\$20,000	\$10,000	\$5,000	\$3,000	\$1,750	\$1,500
# of Convention Full registrations - Value \$500 per registration	4	4	2	1	N/A	N/A	N/A
# of additional tickets to sponsored event(s)	4	4	4	2	2	1	N/A
Board Meeting Friday Reception invitation tickets	4	2					
Opening Sunday Session recognized sponsor	✓	✓	✓				
Closing Monday Evening Event recognized sponsor	✓	✓	✓				
General Monday Session recognized sponsor	✓	✓					
Awards Monday Event Luncheon recognized sponsor			✓				
Opportunity to speak briefly (one-minute address) to attendees at event	Sunday Opening Session	Monday General Session	Monday Event - GMA Assigned				
Thirty-second video sponsor provided (commercial) featured at event	Sunday Opening Session	Monday General Session	Monday Event - GMA Assigned				
Choice of ONE sponsored event - *Exhibit Hall Saturday Opening Event, *Exhibit Hall Sunday Buffet Lunch recognized sponsor, Monday Elected Official Mentor/ Mentee Meet and Greet event				✓			
Choice of ONE sponsored event - Friday Training Lunch Buffet, Sunday City Managers' Meeting, Sunday City Attorneys' Meeting					✓		
Sponsor for District Information Sessions- Six Monday sessions organized by GMA districts. The sponsor will receive recognition at all six sessions, pre-session refreshment station, and opportunity to attend all sessions.						✓	
Food and Beverage breaks							✓
Company name for event Wifi Network access	✓						
Sponsor logo on event Mobile App landing page	✓	✓					
Ad in Convention Program	Full page	1/2 page	1/4 page				

All sponsors receive:

Company listing: Conference Program, GMA Website, Georgia's Cities magazine, General Session screens

Public recognition by GMA leadership

List of names of attendees- pre and post event, including city, title (please note, list does not include email addresses)

Requirement of active/paid 2025 Business Alliance Program status to qualify for Convention sponsorship

**Gold level sponsored exhibit hall events require separate exhibit hall booth purchase*

For more information, contact businessalliance@gacities.com

SPRING AND FALL DISTRICT MEETINGS 2025

GMA conducts an energetic road show of Spring and Fall District Meetings every year held in conjunction with a luncheon or dinner to provide opportunities for city officials to discuss legislative issues, receive updates on GMA programs and services and learn how they can get involved in GMA activities. District Meetings are ideal opportunities for companies to engage, network and enjoy a meal with mayors, council members, city managers and other municipal officials representing cities across the state.

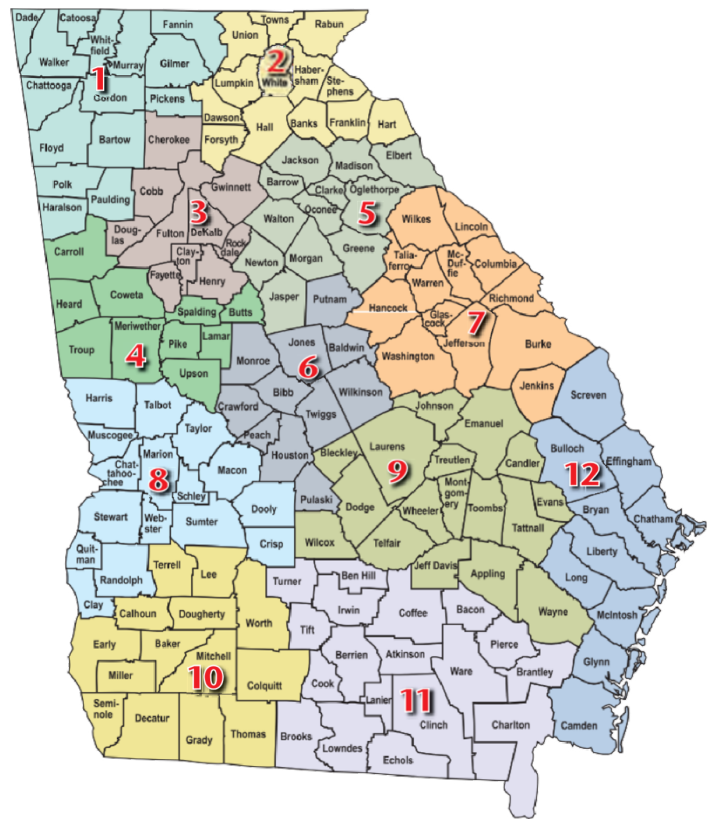
MEETING SPONSORSHIP

Rates: \$600 per District Meeting 20-40 average attendance

- Limited number of sponsors per meeting
- Requirement of active/paid 2025 Business Alliance Program status to qualify for District Meeting sponsorship

BENEFITS INCLUDE

- Table for sponsor to display marketing materials
- Opportunity for 2 sponsor representatives to attend sponsored meeting(s)
- 1-minute speaking opportunity for company representative to say, "thank you" and give brief intro of product or service
- Dining with attendees for high engagement networking
- Sponsor logo featured at event and on registration site
- Attendee list, pre and post event
- Public recognition by GMA leadership during event



Requirement of active/paid 2025 Business Alliance Program status to qualify for District Meeting sponsorship



GMA SPECIAL EVENTS 2025

City officials count on GMA to enhance their knowledge and skills. Throughout the year, GMA addresses the needs faced by cities through specialized workshops, meetings and trainings featuring subject matter experts and community leaders. GMA provides limited opportunities for companies to sponsor and align themselves with high quality programs throughout the year.

BENEFITS FOR ALL EVENTS LISTED INCLUDE:

- 2 company representatives to attend each event and event meals and/or receptions unless otherwise noted
- 1-minute speaking opportunity for company representative to say, “thank you” and give brief intro of product or service
- List of names of registered attendees– including city, title (please note, list does not include email addresses)
- Public recognition by GMA leadership during event
- Company logo as branding pre and post event. Examples include website event registration page, event program materials and agenda handouts, on-site signage as event venue allows, table toppers, PPT presentations (note: branding opportunities will vary per event)
- Tabletop display for company materials available at selected events

UPCOMING EVENTS INCLUDE:

- **Hub Cities Initiative** – Comprised of the 13 core cities of the Metropolitan Statistical Areas (MSA) outside of Atlanta: Albany, Athens, Augusta, Brunswick, Columbus, Dalton, Gainesville, Hinesville, Macon, Rome, Savannah, Valdosta, and Warner Robins. The Mayor and city manager from each city is invited to attend the events. Average attendance-20 city officials.

i. Breakout meeting at January Cities United Summit and June Annual Convention – Sponsorship cost \$1,000 per meeting

ii. 2 day Fall Meeting – Sponsorship cost \$2,500

- **GMA Legislative Policy Council (LPC) Dinner April 30, 2025 Madison GA** – The LPC is charged with annually reviewing feedback from the Spring Listening Sessions and preparing a proposed Legislative Platform for consideration by GMA’s six Policy Committees at the Annual Convention in Savannah. During the legislative session, the LPC provides real-time feedback and advice on critical policy issues at the Capitol. The Spring LPC dinner is attended by 30-40 members of the LPC along with GMA senior leadership. Sponsorship cost \$1,500

- **GMA Board of Directors Reception and Dinner: Spring May 1, 2025 Madison GA and Fall date and location TBD** – GMA’s 60 plus member Board of Directors, composed of city officials from across the state, who govern GMA hold a spring and fall meeting which is preceded by two events – a reception and a dinner. Attended by 40-60 GMA board of directors along with GMA senior leadership. Sponsorship cost: \$2,500

Requirement of active/paid 2025 Business Alliance Program status to sponsor events

GMA SPECIAL EVENTS 2025

- **Training Events – 3 events in 2025**

- Spring Training – April 3-4, 2025, Duluth
- Spring Training - April 24-25, 2025, Dublin
- Fall Training Event - September 9-10, 2025, LaGrange

Hosted by the Harold F. Holtz Municipal Training Institute, through a partnership between GMA and UGA's Carl Vinson Institute of Government. Expected attendance- 50-80 municipal elected officials, city managers and assistant city managers.
Sponsorship cost \$1,250 per event

- **Metro Atlanta Mayors' Association Meetings**

Spring and Fall date/locations TBD – The Metro Atlanta Mayors Association (MAMA), created in 2003, is a cooperative alliance of the mayors of 70 cities in the 10-county metro Atlanta region. Meetings feature a topic selected by MAMA leadership and is conducted in conjunction with a meal. Attended by 40 -50 mayors and a mayor invitee.

Sponsorship cost \$2,500 per event

- **Broadband Summit – Fall Date/location TBD –**

GMA will host the 6th annual Broadband Summit to share information with local officials about broadband planning in Georgia. The Summit is attended by 50-75 mayors, council members, clerks, city attorneys, as well as county commissioners and regional development staff.

Sponsorship cost \$2,500.

- **Georgia Cities Reception at National League of Cities**

- March 10, Washington DC
- November, Tampa

GMA hosts a reception at the NLC national events. The reception follows the Georgia Caucus meeting and features beverages and light refreshments. Sponsors are invited to join the meeting and reception. Attended by 30-50 municipal leaders from Georgia. Sponsorship cost \$2,500.

- **Government Communicators Quarterly Series –**

Occurring throughout the year, these meetings and programs feature government, private, and corporate sector subject matter experts on topics pertinent to government communications professionals. Events are attended (per event) by 40-55 city, county and state communication professionals, including public information officers and government communications directors.

- Meeting sponsorship – 3 per year – Sponsorship cost \$500 per meeting
- 2-Day Conference - October 22-24, 2025, St. Simons – Sponsorship cost \$1,000

Requirement of active/paid 2025 Business Alliance Program status to sponsor events

For more information, contact businessalliance@gacities.com



GEORGIA'S CITIES MAGAZINE ADVERTISING PROGRAM 2025

Put your Company in City Halls Across Georgia

GMA's official magazine, Georgia's Cities Magazine, is the only statewide publication reaching the municipal marketplace with a qualified circulation of over 7,000 decision makers and key influencers. Companies can showcase their products, services and solutions through efficient year-round advertising to the publication's subscribers

- **Mayors**
- **Council members**
- **Key city employees**
- **County commission chairs and managers**
- **Public libraries**
- **State agency leadership**
- **Selected press outlets**

Georgia's Cities offers GMA's influential municipal community critical insight and information throughout the year. Each article provides readers with key perspective and reporting including state and federal issues impacting cities, municipal best practices and innovations, city highlights and profiles and solutions that cities can implement to be thriving communities.

RATES	1X	4X
Full Page - 8.375" wide x 10.75" tall - No Bleed	\$1,310	\$1,250
Full Page - 8.625" wide x 11" tall - With Bleed	\$1,310	\$1,250
1/2 Page Horizontal - 7.375" wide x 4.625" tall - No Bleed	\$680	\$650
1/4 Page Vertical - 3.4375" wide x 4.625" tall - No Bleed	\$370	\$350
E-banner ads for This Week at GMA with electronic weekly distribution 5,500 - 600x60 Gif or JPG file (no animated GIF or flash)	\$500	

2025 Advertising Space Close and Materials Due Dates		
ISSUES	AD SPACE CLOSING DATE	AD MATERIALS DUE
January	11/18/24	12/10/24
April	2/14/25	3/7/25
July	5/9/25	6/2/25
October	8/15/25	9/5/25

Note: Rate card is net; agency discounts do not apply.

Material specifications: Ad file formats accepted are tif, jpg, eps, pdf.

Requirement of active/paid 2025 Business Alliance Program status to qualify for advertising program

GMA reserves the right to reject any advertising creative that doesn't comply with editorial policy or the mission of the Georgia Municipal Association, Inc.

For more information, contact businessalliance@gacities.com

SUPPORT GMA NONPROFITS



YOUTH FORUM – FEBRUARY 2025 YOUTH SYMPOSIUM – OCTOBER 2025

THE YOUTH FORUM AND SYMPOSIUM ARE PART OF GMA'S AND GCS' ENGAGE INITIATIVE: CONNECTING WITH GEORGIA'S CHILDREN AND YOUTH.

These annual weekend events bring together over 100 middle and high-school students and adult leaders from the 40+ city-sponsored youth councils from across the state of Georgia. Cities create youth councils as an effective way to engage with the youth in their community. By educating youth on the roles and responsibilities of cities, to teaching leadership skills, to creating youth-led service projects, cities look to youth councils to play a vital role in creating healthy communities. The Youth Forum is hosted by GMA while the Youth Symposium is hosted by a city with a youth council. At each event, attendees connect and network with other youth council members, share their youth council's accomplishments, hear and engage with presenters, participate in leadership exercises and work collaboratively in teambuilding activities.

All sponsors receive:

- Logo on event materials including programs and on-site signage
- Public recognition by GMA leadership
- Two company attendees to attend event weekend
- Brief speaking opportunity (3-5 minutes) to share how sponsors solutions and products work with cities and communities
- Standard table top for company materials including information on specific initiatives that may interest youth, such as internship and job opportunities
- Option to provide an item for event "goody bag" appropriate for middle and high-school aged youth

Sponsorship Levels

- \$2,500 Event – recognition as full event sponsor
- \$1,000 Meal – lunch (Saturday or Sunday) OR dinner (Saturday) sponsor
- \$500 Activity – extracurricular activity sponsor, examples include miniature golf, arcade, bowling, pizza party, etc.

"[At the Youth Forum] I learned that anything is possible as long as you put yourself out there and take every opportunity. I also appreciated getting ideas for what we can do to make our city more interactive for our community."

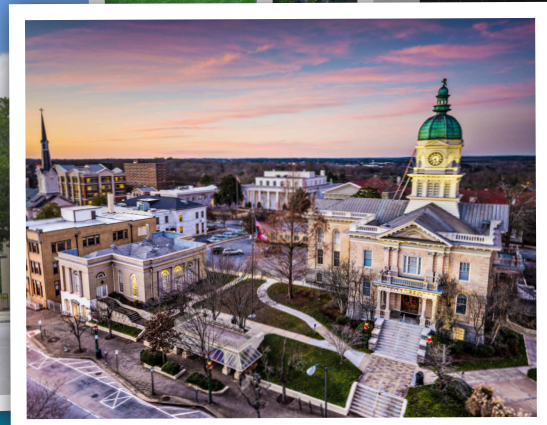
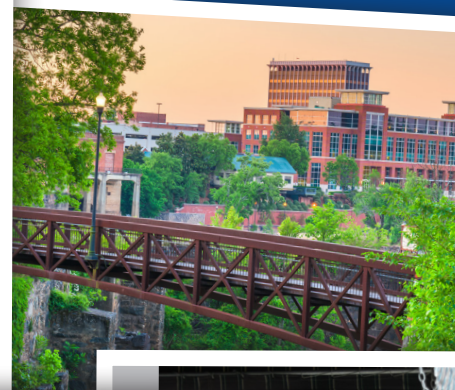
"I loved that the emphasis [of the event] was the fact we are already powerful, that we as youth deserve and can affect policy making"

"My small group can make a difference especially if we focus on achievable goals and make a manageable plan of action."

For more information contact Sadie Krawczyk at skrawczyk@gacities.com



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ADVOCACY. SERVICE. INNOVATION.