



GMA BUSINESS ALLIANCE PROGRAM

2026 BUSINESS SPONSORSHIP OPPORTUNITIES



ADVOCACY. SERVICE. INNOVATION.



ABOUT GMA



"GMA greatly appreciates the companies that engage with our member cities through the Business Alliance Program. Their resources, innovative solutions, and cost-saving opportunities make a real difference for our members. We are thankful for their support and the essential role they play in helping cities serve the needs of their residents." — **COLLEGE PARK MAYOR BIANCA MOTLEY BROOM, 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 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 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 Downtown Association:

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



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.



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.



GEORGIAFORWARD



As the philanthropic arm of GMA, GeorgiaForward exists to empower collaborative problem-solving, foster civic engagement, and develop future leaders through innovative programs and strategic partnerships. We are uniquely positioned to connect solutions to community leaders that strengthen urban and rural cities across our state, helping to break the cycle of intergenerational poverty.

At GeorgiaForward, we believe that Georgia's future depends on our people. For this reason, we are committed to investing in the next generation of Georgians by focusing on literacy initiatives and youth and young professional leadership development. By cultivating leadership, fostering civic engagement, and building partnerships, we are creating a talent pipeline that strengthens Georgia's workforce.

OUR PROGRAMS

- **Young Gamechangers: Civic Education & Engagement**

Young Gamechangers is a leadership-action program for young professionals under the age of 40. Their work not only positively impacts the host community but also builds the talent pipeline for public servants in our state while providing valuable professional development and networking opportunities for our alumni network, connecting them to meaningful work for the future of Georgia.

- **Youth Councils: Youth Civic Education & Leadership Development**

Through the GMA's statewide reach, we promote, recruit, and advocate for youth councils in every Georgia community to increase youth civic engagement and knowledge for stronger communities. GeorgiaForward ensures that Youth Councils' offerings are tailored to meet the diverse needs of each community and effectively engage the next generation.

- **Mayor's Reading Club**

An early literacy initiative connecting city leadership with families, libraries, and educational institutions to emphasize the importance of reading and learning. We promote reading and share the value and importance of literacy across Georgia through storytelling, public events, and community engagement.

- **The Georgia Literacy Collaborative**

Currently in the development phase, the goal of this multi-year program is to increase literacy rates in Georgia's communities by developing a collaborative learning experience that joins the efforts of new and existing partners for literacy improvement, led by local government officials and partner organizations.

- **The GeorgiaForward Forum**

GeorgiaForward Forums convene diverse experts across sectors for solutions-oriented discussions about Georgia's future to leverage collective expertise that addresses fundamental questions about Georgia's ten-year outlook and identifies pathways to create quality of life and opportunity throughout all communities.



DONATE TODAY

BECOME AN ANNUAL FUNDING PARTNER TODAY!

<https://georgiaforward.gacities.com/>

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 **45%** 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.

47% of the assessed value of all property in the state



67% of all commercial property in the state



53% of all industrial property in the state



62% of all tax-exempt property
Cities are responsible for providing a variety of services to tax-exempt properties.



48% of housing structures in the state



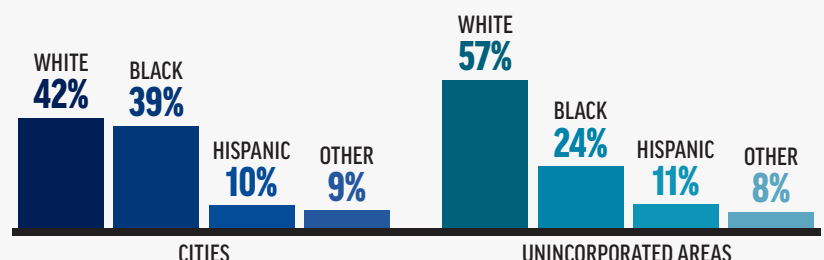
43% of single-family housing structures in the state

CITIES ARE HOME TO:

74% of multi-family housing structures in the state

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

RACIAL DISTRIBUTION OF POPULATION

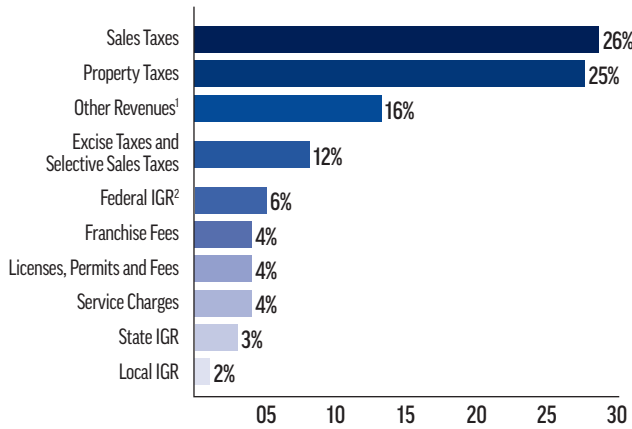


Cities provide **70%** of jobs in Georgia.

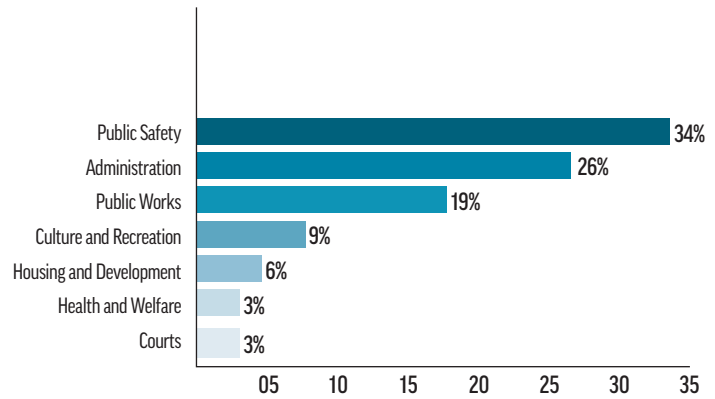
The population in Georgia cities increases during the daytime by **24%** due to commuting, and cities provide services (water, sewer, fire and police protection, etc.) to both daytime and resident populations.

24%

LOCAL GOVERNMENTS ARE INVESTING IN THE FUTURE:



MUNICIPAL REVENUES BY SOURCE, FY2023



MUNICIPAL EXPENDITURES BY CATEGORY, FY2023

¹Other Revenues is a section of the Report of Local Government Finances (RLGF) that covers at least 17 different types of fees, fines and sources of revenue not captured in the other categories.

²IGR refers to intergovernmental revenues.

SPLOST AND TSPLOST REVENUES

95%

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

10.3

billion dollars in SPLOST revenues were distributed to local governments to pay for voter-approved capital projects over the last 5 years (2020-2024).

42

Georgia counties have a Single County TSPLOST in place (as of January 2025).

106

counties are either in a Single County TSPLOST or TIA Region (as of January 2025).

4

regions have implemented a Regional (TIA) TSPLOST (as of January 2025).

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 2026

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 2026

January 23-26, 2026 Omni Atlanta Hotel at Centennial Park
Sponsorships close December 12, 2025

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	✓				
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 2026 Business Alliance Program status to qualify for Cities United Summit sponsorship

For more information, contact businessalliance@gacities.com



ANNUAL CONVENTION 2026

June 26-30, 2026 Savannah Convention Center, Sponsorships close May 1, 2026

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 2,500 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 2026 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 2026

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.

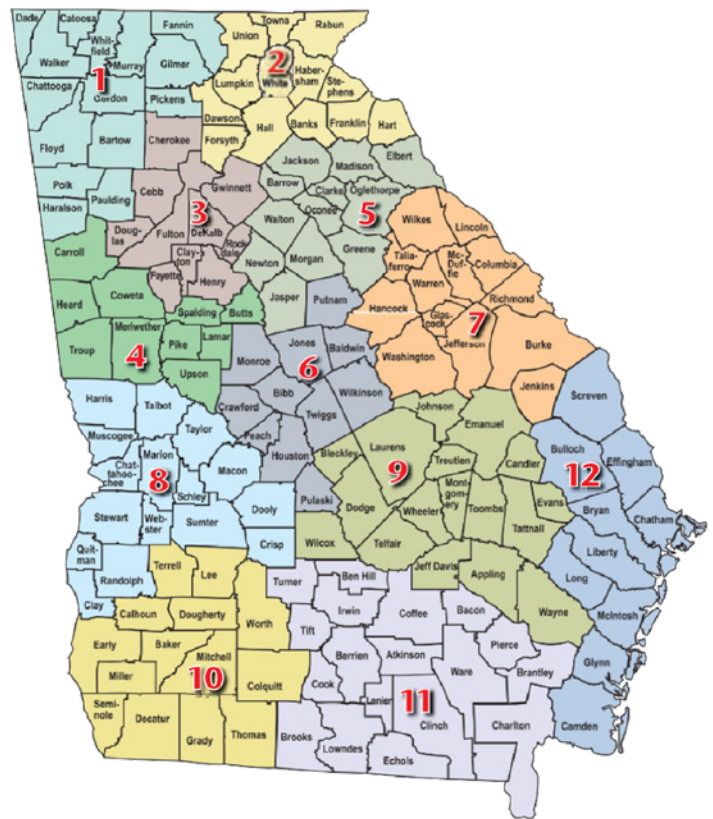
MEETING SPONSORSHIP

Rates: \$650 per District Meeting 20-40 average attendance

- Limited number of sponsors per meeting

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 2026 Business Alliance Program status to qualify for District Meeting sponsorship



GMA SPECIAL EVENTS 2026

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 29, 2026 Location TBD – 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:**

April 30, 2026 College Park | Fall Date/Location TBD – GMA’s 66-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

- **GMA Federal Policy Council (FPC) Reception and Dinner – Fall Date/Location TBD**

– The FPC monitors and advocates on federal legislative and regulatory issues impacting Georgia cities, ensuring local governments have a voice in shaping national policies. This event brings together 40+ elected municipal officials from across Georgia who serve on the FPC along with GMA senior leadership.
Sponsorship cost: \$2,500

Requirement of active/paid 2026 Business Alliance Program status to sponsor events



GMA SPECIAL EVENTS 2026

- **Training Events**

- i. Spring Training – Date/Location TBD
- ii. Fall Training - October 1-2, 2026 Brasstown
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 – Date/Location TBD**

GMA will host the 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**

- i. March 14, 2026 Washington DC
- ii. November 19-21, 2026 Nashville TN

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.

- i. Meeting sponsorship – 3 per year – Sponsorship cost \$500 per meeting
- ii. 2-Day Conference - Fall Date/Location TBD – Sponsorship cost \$1,000

- **Mayors Leadership Academy: August 26-28, 2026, UGA Athens–**

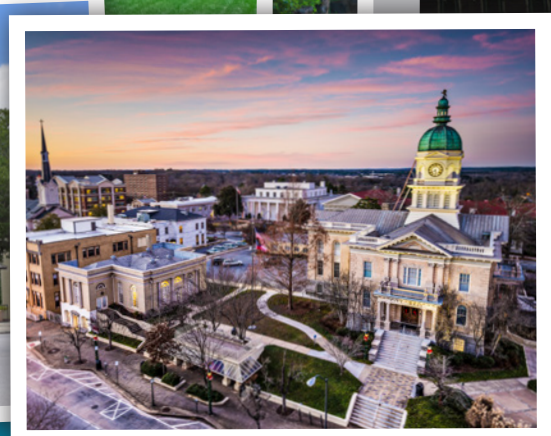
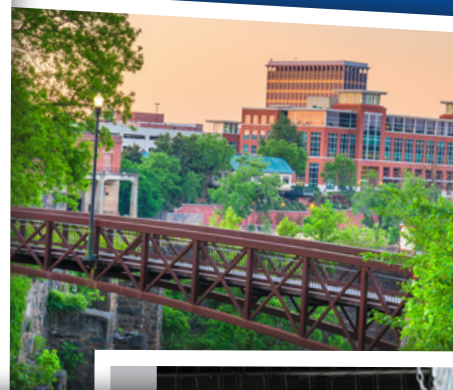
The Georgia Mayors Leadership Academy is an innovative, immersive leadership development program designed to help Georgia's mayors strengthen their leadership capacity and drive meaningful change in their communities. Offered every other year through the Harold F. Holtz Municipal Training Institute, a partnership between GMA and the University of Georgia's Carl Vinson Institute of Government, this three-day experience provides mayors with the tools, knowledge, and inspiration to lead effectively. Around 40-50 mayors from cities across the state are expected to participate in the three-day program.
Sponsorship cost \$2,500

Requirement of active/paid 2026 Business Alliance Program status to sponsor events

For more information, contact businessalliance@gacities.com



201 PRYOR ST, SW
ATLANTA, GA 30303
678.686.6226
WWW.GACITIES.COM



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