

BETTER IN BTR “HOW TO” GUIDE



The Better in Baton Rouge campaign is a regional initiative spanning all nine parishes of the Baton Rouge area. Designed to foster community pride and support talent retention, this open-source campaign highlights what makes our entire region—from Pointe Coupee to Ascension, St. Helena to Iberville—an incredible place to live, work, and thrive.

Better in BTR offers a unifying platform for businesses, nonprofits, and local leaders to celebrate and amplify our shared identity. With official logos, taglines, and creative assets available to all, it's easy to incorporate the campaign into your own efforts—strengthening your message while aligning with a collective voice that uplifts our entire community.

Whether you're a company attracting talent, an event organizer building local pride, or a brand that simply believes in Baton Rouge, there's a place for you in this movement.

Activation Inspiration

Need ideas? Here's how other organizations have brought Better in BTR to life:

- **Social Media Spotlights** – Celebrate employees, events, or milestones with a Better in BTR spin.
- **Event Enhancements** – Incorporate branding at existing community events or host your own.
- **Celebrate 225 Day (February 25)** – Go big on Baton Rouge pride with giveaways, themed merch, or online celebrations.
- **Merch & Installations** – Create shirts, signage, or photo ops that let your audience rep the region.

See more examples in the [Case Studies section](#).

JOIN THE MOVEMENT

Getting involved with Better in BTR is easy—and customizable to fit your brand, your team, and your audience.

1. Download the Toolkit

Start with the Better in BTR branding resources—logos, colors, templates, and ideas—to get inspired and equipped.

2. Choose Your Activation

Find what fits your organization—social media shoutouts, spirited signage, community events, in-store promotions, or creative giveaways.

3. Spread the Message

Use the campaign to tell your Baton Rouge story. Tag #BetterInBTR to join the conversation and highlight how your organization is helping shape a stronger, more vibrant region.

CREATIVE PACKAGES



Marketing Partnerships

We offer the development of customized Better in BTR recruitment content, creative assets, and marketing materials. These tailored resources are designed to streamline your engagement efforts and ensure impactful outreach. By partnering with Better in BTR, your company gains meaningful visibility while actively shaping the narrative of our region.

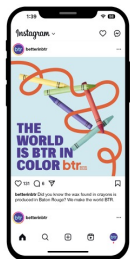
Whether you're looking to attract top talent, boost community pride, or highlight your industry's impact, these creative tools make it easy to get involved. Investment in these materials not only empowers your organization's involvement but also provides crucial funding for the ongoing development and future iterations of this community campaign.



Logo Starter Pack – \$500

Incorporate the Better in BTR brand into your materials with three customized logos in your brand's colors.

+ Add 500 printed stickers for an additional \$500.



Social Media Takeover – \$2,000+

With a combined audience of nearly 6,000 followers across Better in BTR's most active channels—your takeover puts your brand in front of an engaged, regional audience that cares about community, culture, and Baton Rouge pride.

- Single-Day Takeover – \$2,000
- Week-Long Takeover – \$4,000



Podcast Episode – \$1,000

A one-hour dedicated podcast episode on the Patty-G Show with full access to photos and videos from the recording, plus 3-5 clips for marketing. With 250+ episodes featuring Baton Rouge leaders, the show reaches an engaged local audience across multiple platforms.



Bespoke Recruiting Video – \$2,500

Customize our 60-second video with still shots from your company to highlight your workplace culture and the Baton Rouge lifestyle.



Outdoor Billboard Creative – \$3,500

Let us bring your Better in BTR message to life for outdoor display. Includes three designs.
(Placement cost not included)



Sample mockup

Window Art Installation – Pricing Varies

Transform your company's exterior windows into a vibrant celebration of Baton Rouge with a Better in BTR-themed design.

Social Media Interview Series Sponsorship

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

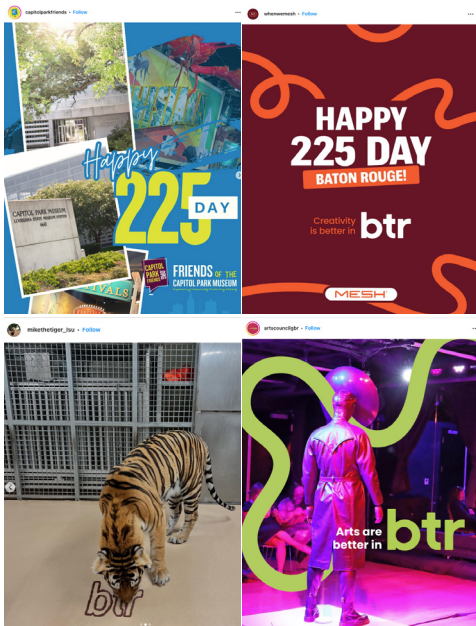
Investment: \$10,000 for 10 interviews, \$20,000 for 20 interviews (recommended for maximum impact)

CELEBRATE 225 DAY



February 25—225 Day—is a celebration of everything that makes the Capital Region special. Inspired by our area code and powered by community pride, the day encourages businesses, organizations, and individuals across all nine parishes to share what they love about living, working, and thriving in the Baton Rouge Area.

Explore examples for inspiration on how you can activate the message next 225 Day.



Share Your BTR Pride Online

Show your Capital Region pride with a post that celebrates what makes Baton Rouge better—from your team to your favorite local spots.

Not sure where to start? We've got you covered with ready-to-use [social media templates](#) to make it easy. Just tag @BetterInBTR for a chance to be featured.



Feature Branded Swag

Give your audience something to remember with Better in BTR-branded swag—think sweet treats, custom apparel, or other fun takeaways. Branded giveaways are a simple, high-impact way to spread regional pride.



Host a 225 Celebration

Make 225 Day an experience to remember by activating your space with Better in BTR signage, photo ops, or interactive stations.

COMPANY CASE STUDIES



b1 Bank

EVENT SPONSORSHIP + BRAND INTEGRATION

As a sponsor of the spring Live After Five concert series, b1 Bank featured a “Small Businesses are Better in BTR” theme using large-scale BTR letters and branded signage. The activation promoted local business pride and included a direct partnership testimonial.



Sweet Baton Rouge

MERCHANDISE COLLABORATION

In May 2025, Sweet Baton Rouge launched a Better in BTR apparel line using open-source campaign assets. Items are available in-store and online, and the launch was promoted through both Sweet Baton Rouge and Better in BTR social channels.



Woman's Hospital
February 25 · 🌟

Woman's Hospital is proudly partnering with [Better in BTR](#) on 225 Day to welcome our newest members of the community. These babies are dressed in “Better in BTR” beanies, because “birth days” are better in Baton Rouge.
[#BetterInBTR](#) [#225Day](#) [#Welcome](#) [#Newborns](#)

Woman's Hospital

SOCIAL MEDIA + BRANDED GIVEAWAY

To celebrate 225 Day 2025, Woman's Hospital gifted Better in BTR beanies to babies born that day. The campaign was shared across social media with the message, “Birthdays are better in BTR,” reinforcing pride in the region from day one.

BETTER IN BTR RESOURCES



Let's work together to build a better Baton Rouge narrative. Through unified storytelling, we can highlight the spaces, places, and people that make Baton Rouge a great place to live. Use these resources to help amplify the Better in BTR movement.

Branding Guidelines

The BTR logo system is open source to allow for companies to adopt the brand easily when using the logo in conjunction with their marketing materials. Review the guidelines to start using the brand. [Download Guidelines](#)

Logos & Design Elements

A collection of the brand's emblem variations and design motifs. Use these in your brand's colors for your own take on BTR. [Access Logos & Design Elements](#)

Rallying Call Videos

A series of rallying videos that convey Baton Rouge's personality, culture, and can-do spirit. Share these with your employees, potential hires, and friends to make the case for Baton Rouge. [Download Videos](#)

Messaging Playbook

A bank of flexible messaging options to support the Better in BTR campaign. Use these as starting points for your organization's own BTR messages. [Download Playbook](#)

Social Media Templates

Show your support for the Better in BTR campaign by using customizable social media templates. [Access Templates](#)

BTR Snapshot

Help recruit talent to Baton Rouge with these fast facts. Download the BTR Snapshot for quick talking points on the Capital Region. [Download Snapshot](#)

For questions or more information,
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Follow @betterinbtr

