GREATER BATON ROUGE ECONOMIC PARTNERSHIP

Sponsorship Opportunities













2027

2027 Sponsorships at a Glance

EVENTS

OPPORTUNITY	DATE	INVESTMENT	PAGE
Washington Mardi Gras Baton Rouge Reception *5 tiers, 400 attendees*	January 21	$5,000 – $20,000	3
Annual Meeting *5 tiers, 500 attendees*	March 18	$2,500 – $20,000	4
Second Home Legislative Reception *5 tiers, 200 attendees*	April 12	$2,500 – $10,000	5
Investor Happy Hours *2 tiers, 50-75 attendees*	May 13, July 22, September 16, December 9	$1,000 – $3,500	6
Legislative Session Recap *2 tiers, 50-100 attendees*	June 16	$2,500 – $5,000	7
BTR Dinner *3 tiers, 100 attendees*	October 7	$2,500 – $7,500	8

PROGRAMS

OPPORTUNITY	DATE	INVESTMENT	PAGE
Leadership Baton Rouge *3 tiers, 40-45 participants*	January – November	$500 – $10,000	9
CareerBridge Summer Program *Premier sponsor or student scholarship*	May – August	$1,200 – $15,000	10

MARKETING

OPPORTUNITY	DATE	INVESTMENT	PAGE
Better in BTR *Interview series, 5 interviews*	Year-round	$2,500	11
225 Day *3 tiers, community-wide*	February 25	$2,500 – $10,000	12

INTERESTED IN SPONSORING?
Contact Michelle LeJeune, Vice President of Investor Relations ✦ michelle@greaterbr.org ✦ 225-339-1169

JANUARY 21, 2027

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 2 Available	Cocktail Sponsor $15,000 2 Available	Royal Sponsor $10,000 3 Available	Court Sponsor $7,500 3 Available	Krewe Sponsor $5,000 Unlimited
SPONSORSHIP OPPORTUNITIES					
Recognition in the name of the event	✦				
Logo recognition on swag item	✦				
Logo on all event collateral	✦				
Opportunity to share promotional item	✦	✦			
Logo on digital marketing	✦	✦	✦		
Logo on select event collateral		✦	✦	✦	✦
Logo recognition on all bars		✦			
Tickets to the Economic Development Luncheon	5	3	2	2	-





MARCH 18, 2027

Annual Meeting

The Annual Meeting is The Partnership's flagship gathering — bringing business and community leaders together for a lively mixer that kicks off 2027 and celebrates the business community and partners shaping our region.

Estimated Attendance: 500

	Presenting Sponsor $20,000 Exclusive	Entertainment Sponsor $15,000 3 Available	Cocktail Sponsor $10,000 2 Available	Supporting Sponsor $5,000 4 Available	Contributing Sponsor $2,500 Unlimited
SPONSORSHIP OPPORTUNITIES					
Recognition in the name of the event	✦				
Inclusion in all event marketing and collateral	✦				
Opportunity to share promotional item	✦				
Logo on event signage	✦	✦	✦	✦	✦
Recognition on/near the entertainment set-up or an interactive guest experience		✦			
Recognition at beverage station and opportunity to name specialty drink			✦		
Inclusion in select event marketing and collateral		✦	✦	✦	✦
Complimentary registration	10	10	6	6	4





APRIL 12, 2027

Second Home Legislative Reception

The Second Home Legislative Reception is our premier kickoff party marking the start of the 2027 Louisiana Legislative Session. As legislators return to Baton Rouge — their home away from home during this season of service to our state — we're throwing them a proper Capital Region welcome, complete with all the energy, hospitality, and pride that make our nine-parish region special. This is an invite-only celebration for elected officials, The Partnership's top investors ($5K+), and event sponsors. Our $15k+ investors will receive complimentary tickets to this event.

Estimated Attendance: 200

	Premier Sponsor $10,000 Exclusive	Cocktail Sponsor $5,000 2 Available	Entertainment Sponsor $5,000 2 Available	Culinary Sponsor $5,000 2 Available	Supporting Sponsor $2,500 Unlimited
SPONSORSHIP OPPORTUNITIES					
Opportunity to distribute a company-branded item	✦				
Logo on event collateral	✦	✦	✦	✦	✦
Recognition on bar and opportunity to name a specialty cocktail		✦			
Recognition on/near the music set-up			✦		
Recognition at food station				✦	
Complimentary registration	8	6	6	4	2





2027

Investor Happy Hours

The Partnership will host four happy hours in 2027 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.

Dates: May 13, July 22, September 16 & December 9

Estimated Attendance: 50-75 per event

	Premier Sponsor $3,500 Exclusive, All 4 Events	**Supporting Sponsor** $1,000 1 per Happy Hour
SPONSORSHIP OPPORTUNITIES		
Recognition in all digital marketing	✦	
Opportunity to attach an offer or information on the follow up email that is sent to all registrants	✦	
Logo on registration page	✦	✦
Logo on sponsor signage	✦	✦
Opportunity to share promotional item with participants	✦	✦





JUNE 16, 2027

Legislative Session Recap

Following sine die, the recap invites our region's legislators back to provide a summary of the session's outcomes and what it all means for the business community and the region's economic landscape. This is an invite-only brunch discussion for elected officials, The Partnership's top investors ($5k+), and event sponsors. Our $15k+ investors will receive complimentary tickets to this event.

Estimated Attendance: 50-100

SPONSORSHIP OPPORTUNITIES	**Presenting Sponsor** $5,000 Exclusive	**Supporting Sponsor** $2,500 Unlimited
Recognition in the name of the event	✦	
Logo in all digital marketing	✦	
Opportunity to deliver remarks at the beginning of the event (1 – 2 minutes)	✦	
Logo to appear on the registration page	✦	✦
Logo on sponsor signage	✦	✦
Name in digital marketing		✦
Complimentary registration	4	2





OCTOBER 7, 2027

BTR Dinner

BTR Dinner is the region's most talked-about dinner party experience. This one-of-a-kind evening brings people together in homes across the Capital Region for real conversation and real connection. From CEOs and university presidents to creative entrepreneurs and tech innovators, community leaders open their doors to host intimate dinners designed to spark meaningful discussions and lasting relationships.

Estimated Attendance: 100

	Presenting Sponsor $7,500 Exclusive	Premier Sponsor $5,000 1 Available	Supporting Sponsor $2,500 Unlimited
SPONSORSHIP OPPORTUNITIES			
Recognition in the name of the event	✦		
Logo on event collateral	✦		
Opportunity to share promotional item with participants	✦	✦	
Logo on digital marketing	✦	✦	✦
Complimentary registration	5	3	2





PROGRAM SPONSORSHIP

Leadership Baton Rouge

Leadership Baton Rouge was founded as a Greater Baton Rouge Economic Partnership 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.

Program Duration: January – November 2027

Estimated Participation: 40–45 participants

SPONSORSHIP OPPORTUNITIES	Title Sponsor $10,000 Exclusive	Social Sponsor $1,500 11 Available	Participant Scholarship & Program Supporter $500 Unlimited
Exclusive title sponsor of the Leadership Baton Rouge Class of 2027	✦		
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			✦





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 2027

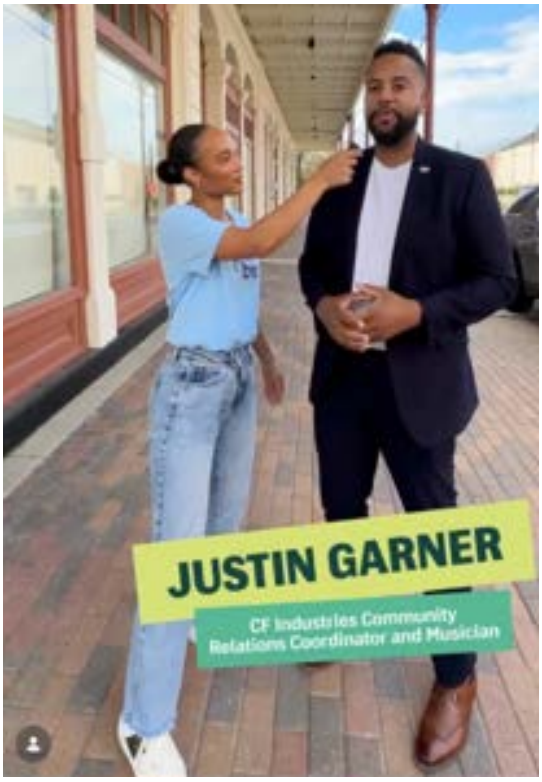
SPONSORSHIP OPPORTUNITIES	Premier Sponsor $15,000 Exclusive	Participant Scholarship $1,200 Unlimited
Recognition at events (on-site signage, program mentions)	✦	
Logo placement on all internship marketing and collateral	✦	
Name listed on internship collateral (handouts, signage, program website)	✦	
Opportunity to provide branded item to student participants	✦	
Verbal recognition at events		✦
Supports an exceptional experience for one CareerBridge student		✦





Better in BTR

The Better in BTR 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
- 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: $2,500 for 5 interviews

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

225 Day

Date: February 25, 2027

The Partnership is excited to bring custom, interactive experiences to 225 Day — the Capital Region's celebration of everything that makes Baton Rouge one of a kind. Sponsors will work alongside The Partnership to design a hands-on moment, open to the public, that spotlights the community connections that make the 225 special.

Think a pop-up tasting station, an interactive photo experience, a hands-on workshop, or a community fitness meetup. Whatever shape it takes, the goal is the same: give people a reason to stop, engage, and remember your organization.

	Gold Sponsor $10,000	Silver Sponsor $5,000	Bronze Sponsor $2,500
SPONSORSHIP OPPORTUNITIES			
Logo recognition on activation signage	✦		
Recap video created & shared to The Partnership's socials	✦		
Logo placement on premier promo item	✦		
Logo placement on promo item	✦	✦	
Opportunity to share promo item	✦	✦	
Logo on digital marketing	✦	✦	✦
Name recognition in activation	✦	✦	✦



