

# 2021 GMA Business Alliance Program

With three levels of participation available, businesses can market and engage year-round with GMA's municipal members representing all of Georgia's 537 cities. Through your investment in GMA, you help support efforts to strengthen cities, while also raising your profile with elected and appointed municipal officials.

	PLATINUM	GOLD	SILVER	NONPROFIT
<b>ANNUAL RATE</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$750</b>	<b>\$250</b>
<b>Marketing and Alignment Benefits</b>				
GMA Online BAP Directory including logo, description, contact information, business categories, website link	✓	✓	✓	✓
Twitter feed on BAP Directory company page	✓	✓		
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 councilmembers)	✓	✓	✓	✓
Electronic banner ad in GMA weekly e-newsletter over 7,000 distribution (Platinum 2 weeks, Gold 1 week)	✓	✓		
Company "Sponsor Focus" content highlight in Georgia's Cities magazine	✓			
Press release announcement on BAP participation created and circulated by GMA	✓	✓		
Invitation to join or sponsor exclusive GMA member and strategic meetings and initiatives	✓			
Opportunities to submit subject-matter expert articles for publishing consideration in Georgia's Cities magazine or GMA's digital communications	✓	✓	✓	✓
Annual recognition "thank you" listing in Georgia's Cities magazine with 7,000 distribution (Platinum/Gold logos featured)	✓	✓	✓	✓
<b>Discounted Rates</b>				
Discounted rates on advertising in Georgia's Cities magazine	15%	10%	10%	
Discounted event sponsorship fees and exhibit space	15%	10%	10%	
Discounted attendee registration fees for GMA's Annual Convention and Cities United Summit	✓	✓	✓	✓
<b>Industry News and Updates</b>				
Complimentary subscription to Georgia's Cities magazine	✓	✓	✓	✓
Legislative updates, weekly e-Newsletter, and other e-mail communications	✓	✓	✓	✓