



GMA SPECIAL EVENTS 2024

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 Conference – Sponsorship cost \$2,500
- **GMA Board of Directors Reception and Dinner: Spring and Fall** – 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.



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- **Spring Training Event April 11-12 Brasstown Resort, Young Harris & Fall Training Event September 26-27 Sea Palms Resort, St. Simons Island** – Hosted by the Harold F. Holtz Municipal Training Institute, through a partnership between GMA and UGA’s Carl Vinson Institute of Government. Expected attendance-80-120 municipal elected officials, city managers and assistant city managers. Sponsorship cost \$1,000 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.
- **National League of Cities Summit Reception March 11, Washington DC and November, Tampa** – GMA hosts a reception at the NLC City Summit. The reception follows the Caucus Meeting and features beverages and light refreshments. 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 – Sponsorship cost \$1,000

Requirement of active/paid 2024 Business Alliance Program status to sponsor events

For more information, contact businessalliance@gacities.com