

GMA Business Alliance Program

Business Alliance Program participants are offered an array of ways to engage with elected officials and managers of all 538 cities of Georgia. Three levels of participation provide your business the opportunity to efficiently market to the largest municipal audience in Georgia.

INVESTMENT BENEFITS	INVESTMENT LEVEL			
	PLATINUM \$3,000	GOLD \$1,500	SILVER \$750	NONPROFIT \$250
MEMBER ACCESS				
GMA member database - includes name, title, city, address, and phone number	✓	✓	✓	✓
Opportunities for subject matter expertise sharing	✓	✓	✓	✓
Invitation to join exclusive GMA member and strategic meetings and initiatives	✓			
Eligible for GMA Custom Cities marketing and sponsorship programs	✓			
ENHANCED VISIBILITY				
GMA Online Business Directory including logo, description, contact information, business categories, website link.	✓	✓	✓	✓
Platinum/Gold includes social media links. (Platinum includes embedded video and RSS newsroom feed).	✓	✓		
Opportunities to submit subject matter expert articles to magazine e-Newsletter, website and social media	✓	✓	✓	✓
Access to sponsor maximization resources including webinars & pre-event sponsor briefings	✓	✓	✓	✓
Prominent logo visibility on website and recognition materials including Georgia's Cities magazine	✓	✓	✓	✓
Banner Ad in One (1) e-Newsletter	✓	✓		
Company "Center Stage" highlight in Georgia's Cities magazine	✓			
DISCOUNTED RATES				
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	✓	✓	✓	✓
INDUSTRY NEWS & UPDATES				
Complimentary subscription to Georgia's Cities magazine	✓	✓	✓	✓
Legislative updates, weekly e-Newsletter and other e-mail communications	✓	✓	✓	✓
Press Release announcement on participation in Business Alliance Program	✓	✓		