



CUSTOM CITIES MARKETING SOLUTIONS

GMA offers a number of innovative marketing opportunities that extend and enhance business reach to the municipal market. Available to Business Alliance Program, Platinum participating companies, GMA will craft solutions with your business' goals, objectives and initiatives in mind. GMA's Custom Cities Marketing Solutions offer incredible value through targeted and selected platforms to support awareness and education on company solutions that help cities thrive.

Events

Premium audience access through unique and exclusive event sponsorships including:

- **Solution Learning Sessions** – Interactive webinars featuring company solutions and subject matter expertise. Companies can showcase how they can help cities solve issues and be more effective through products and services in a learning, “non-sales pitch” environment to support business development.

Awards and Community

Companies can underwrite to show their support of GMA's recognition of the accomplishments of its city members. Branding alignment and sponsorship opportunities include:

- **Lifetime Service Award Program** – This prestigious state-wide award program recognizes elected city officials and key city staff who, upon leaving office or retiring, had completed 35 or more years of service. With high human interest and public appeal, businesses can align their brand and receive exposure through media coverage efforts of GMA and sponsoring company.

Premium Publishing

GMA offers businesses the opportunity to provide custom content which positions companies and their executives as thought leaders while generating optimal positive brand exposure to city officials and municipal decision makers. Companies can leverage the media platforms of GMA to provide custom content including:

- **Custom advertorials:** Georgia's Cities magazine provides an ideal platform for companies to provide information, educate and promote solutions in an editorial style.
- **Single sponsored issues:** Companies can receive premium visibility and brand exposure as the sole advertiser in a special edition publication. This exclusive treatment is a powerful extension for product and solutions market rollouts for businesses that want to own and showcase their market leadership position.