



GMA BUSINESS ALLIANCE PROGRAM 2024

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, and at the same time, raise your profile with elected and appointed municipal officials.

	PLATINUM	GOLD	SILVER	NONPROFIT
ANNUAL RATE	\$3,500	\$2,000	\$1,000	\$250
MARKETING AND ALIGNMENT BENEFITS				
GMA Online BAP Directory including logo, description, contact information, business categories, website link	✓	✓	✓	✓
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 Council Members)	✓	✓	✓	✓
Listing in BAP Guidebook - a printable pdf featuring company products and services directory	✓	✓	✓	✓
Electronic Banner Ad supplied by company featured in GMA's "This Week at GMA" weekly e-newsletter with over 5,500 distribution (Platinum 4 weeks, Gold 2 week) valued \$500 per ad	✓	✓		
Company highlight produced by GMA featured 2 times a year in GMA's "This Week at GMA" e-newsletter	✓			
Company "Sponsor Focus" content supplied by company produced by GMA highlight in Georgia's Cities Magazine	✓			
Press release announcement on BAP participation created and circulated by GMA with sponsor review and approval	✓	✓		
Exclusive only for BAP - Opportunities to sponsor special events and meetings	✓	✓	✓	✓
Opportunities to submit subject matter expertise	✓	✓	✓	✓
Annual recognition thank you listing in Georgia's Cities magazine with 7,000 distribution (Platinum/Gold logos featured)	✓	✓	✓	✓
DISCOUNTED RATES				
Discounted sponsorship fee for Cities United Summit, Annual Convention, and District Meetings	15%	10%	10%	
Discounted rates on advertising in Georgia's Cities magazine	15%	10%	10%	
Discounted attendee registration fees for GMA's Annual Convention and Cities United Summit	✓	✓	✓	✓
INDUSTRY NEWS AND UPDATES				
Complimentary subscription to Georgia's Cities magazine	✓	✓	✓	✓
Complimentary subscription to GMA's "This Week at GMA" e-newsletter	✓	✓	✓	✓

For more information, contact businessalliance@gacities.com