

**20**  
**25**

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**SPONSORSHIP  
OPPORTUNITIES**

111 South Calvert Street  
Suite 1700  
Baltimore, MD 21202  
410-727-2820 | [gbc.org](http://gbc.org)



Sponsoring a Greater Baltimore Committee (GBC) event offers a powerful opportunity to elevate your brand and connect directly with potential collaborators, clients, and investors. For nearly 70 years, our dynamic programming has drawn the region's top business and civic leaders, generating headline-worthy attention. As a sponsor, your company or organization gains exceptional visibility through targeted marketing and earned media channels, reaching an audience of over 38,000 business decision-makers and civic leaders dedicated to driving growth in the Baltimore Region.

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**2025 Milestone Event Overview** Page 4

**Premier Level Sponsorship** Page 7

- Corporate
- Ambassador
- Signature

**Event-Specific Sponsorships** Page 12

- Pulse Check: The Scorecard Summit
- The Baltimore Region Investment Summit
- GBC's 70th Annual Meeting
- Transportation & Economic Opportunity Summit
- Vacant Housing & Community Development Symposium
- Connect and Convene
- Baltimore Women's Advisory Board

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## MARK ANTHONY THOMAS, PRESIDENT & CEO



In 2025, the Greater Baltimore Committee (GBC) will celebrate 70 years of impact shaping the civic life and economic landscape of the Baltimore Region. Since merging our organization with the Economic Alliance of Greater Baltimore in 2022, we have worked tirelessly to build an economic development organization befitting this great region, and our milestone events have been an integral part of that work.

With a core audience of more than 38,000 business and real estate leaders, tech entrepreneurs, nonprofit executives, and passionate stakeholders collected across more than 400 companies and organizations, GBC has an active and engaged network eager to plug into our work and learn about the organizations supporting it. Sponsorship of our public programming elevates your brand as a meaningful force committed to civic progress and inclusive economic growth. We encourage you to learn more about our vision by inquiring about sponsorship opportunities.

Sincerely,

Mark Anthony Thomas  
President & CEO  
Greater Baltimore Committee

## THE GREATER BALTIMORE COMMITTEE REACHES

**19,600+**

Social Media followers  
across all platforms

**35,300+**

Engaged newsletter followers

**18.7+ MM**

Media impressions for  
GBC Programming

**2,900+**

Registered Attendees for  
GBC virtual + in-person  
events

\*2024 Statistics



**20**  
**25**

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**MILESTONE EVENT  
OVERVIEW**



## **PULSE CHECK: THE SCORECARD SUMMIT**      **Audience Target: 200-400**

Pulse Check: The Scorecard Summit will provide an analysis of the business investment, local expansion and attraction announcements, and development activity trends happening in the Baltimore Region. The event will also serve as the official debut of the economic brand for the region, which will distill a clear and cohesive narrative about the Baltimore Region's assets and strengths as a market for global investors.

## **BALTIMORE REGION INVESTMENT SUMMIT**      **Audience Target: 400-600**

The Baltimore Region Investment Summit will unite leaders from real estate, finance, healthcare, government, technology, and more to explore investment trends in the nation's 20th-largest metro area. The event will spotlight industry opportunities, business incentives, infrastructure projects, and strategic partnerships. It's a must-attend for anyone looking to capitalize on the Baltimore Region's thriving investment market.

## **70TH ANNUAL MEETING**      **Audience Target: 700 - 900**

GBC's 70th Annual Meeting will bring together business and community leaders from across the region to honor our dynamic history, celebrate our achievements, and set the course for an even brighter future. This signature event will be a celebration of the Baltimore Region's momentum and a high-profile platform for understanding how to shape the region's growth together.

## **TRANSPORTATION & ECONOMIC OPPORTUNITY SUMMIT**      **Audience Target: 200 - 400**

The Transportation & Economic Opportunity Summit is the Baltimore Region's premier event for showcasing multi-billion-dollar infrastructure investments. Highlights include \$4.7 billion for the Frederick Douglass Tunnel and \$6.9 billion for downtown Baltimore. Top developers, planners, and researchers will discuss what these transformative projects mean for the region's future growth.



## VACANT HOUSING & COMMUNITY DEVELOPMENT SYMPOSIUM

**Audience Target: 200-400**

Baltimore City is set to receive \$3 billion in public funding, leveraging billions in private capital to revitalize 37,500 vacant properties over 15 years with a “whole blocks, whole neighborhoods” strategy. The inaugural symposium will feature insights from corporate, philanthropic, and nonprofit leaders on innovative housing strategies and investment opportunities to revitalize Baltimore’s communities.

## CONNECT AND CONVENE

**Audience Target: 50-100**

Connect and Convene features candid discussions with exceptional leaders sharing their experiences driving business and civic progress in the Baltimore Region. Speakers provide inspiring stories of seizing opportunities, overcoming challenges, and achieving success, offering actionable insights to help your organization and employees thrive.

## BALTIMORE WOMENS ADVISORY BOARD

**Audience Target: 50-100**

The Baltimore Women's Advisory Board strives to position Baltimore as a national leader in gender equality, leveraging the diverse talents of emerging leaders. Comprising 25 CEOs, presidents, and C-suite executives, the Advisory Board organizes 3 to 4 annual events focused on addressing pressing issues, fostering networking opportunities, and promoting community service.

[BECOME A SPONSOR](#)



Mohan Suntha, Board Chair  
President & CEO - University of Maryland  
Medical System



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PREMIER  
SPONSORSHIP





# PREMIER SPONSORSHIP LEVELS

## Highlights of the three Premier Sponsorship Levels offered by the GBC



**CORPORATE**  
**\$100,000**

**Exclusive Speaking Opportunity at all Milestone Events**

**VIP Access to Reception Events (if Applicable)**

**Complimentary attendance for your team**

**Select promotion of organizational initiatives**

**Elevated Branding with Standout Visibility**



**AMBASSADOR**  
**\$50,000**

**Special Recognition at four Milestone Events**

**Invitation to VIP Reception for four milestone events (if applicable)**

**Complimentary attendance for your team**

**Priority placement on four Milestone Event web pages**



**SIGNATURE**  
**\$25,000**

**Special Recognition at two Milestone Events**

**VIP Access to receptions (if applicable)**

**Complimentary Attendance for your team**

**Priority placement on two event web pages**



## CORPORATE SPONSOR - \$100,000

As the exclusive Corporate Sponsor, your company will be prominently recognized across **all seven events** listed below. This sponsorship is limited to **one per industry** (includes Premier/Title Sponsors):

- **Pulse Check: The Scorecard Summit**
- **Baltimore Region Investment Summit**
- **70th Annual Meeting**
- **Connect and Convene**
- **Transportation & Economic Opportunity Summit**
- **Vacant Housing & Community Development Symposium**
- **Baltimore Women's Advisory Board**

## SPONSORSHIP BENEFITS:

- Company name or logo prominently placed on all event materials, e-mail promotions, GBC website, promotional ads (if sponsorship form is received and payment is made by printing deadline), social media channels in pre-event and post-event communications.
- Ten tickets for each of the following events: Pulse Check: The Scorecard Summit, the 70th Annual Meeting, the Baltimore Region Investment Summit, Transportation and Economic Opportunity Summit and the Vacant Housing and Community Development Symposium.
- Public acknowledgment and speaking opportunity at each milestone event.
- Company logo placed on GBC website (gbc.org) for one year.
- Full-page company advertisement in Annual Meeting event program.
- Up to five tickets for our Connect and Convene events and VIP Receptions (if applicable)
- Select promotion of organizational initiatives and events via our Progress Report, Topic-Based Newsletters, and/or Events email (subject to approval by GBC).



## AMBASSADOR SPONSOR - \$50,000

As an Ambassador Sponsor, your company will be prominently recognized and positioned as a distinguished partner at **four events**, showcasing your leadership and commitment to the Baltimore Region's growth.

- **Pulse Check: The Scorecard Summit**
- **Baltimore Region Investment Summit**
- **70th Annual Meeting**
- **Connect and Convene**
- **Transportation & Economic Opportunity Summit**
- **Vacant Housing & Community Development Symposium**
- **Baltimore Women's Advisory Board**

## SPONSORSHIP BENEFITS:

- Company name or logo prominently placed on all event materials, e-mail promotions, GBC website, promotional ads (if sponsorship form is received and payment is made by printing deadline), social media channels in pre-event and post-event communications.
- Ten tickets for each of the following events, (if selected): Pulse Check: The Scorecard Summit, the 70th Annual Meeting, the Baltimore Region Investment Summit, Transportation and Economic Opportunity Summit and the Vacant Housing and Community Development Symposium
- Public acknowledgment and speaking opportunity at each milestone event.
- Company logo placed on GBC website (gbc.org) for one year.
- Half-page company advertisement in Annual Meeting event program.
- Up to four tickets for our Connect and Convene events and VIP Receptions (if applicable)

## SIGNATURE SPONSOR - \$25,000

As a Signature Sponsor, your company will be prominently recognized as a key supporter for **two of the events** listed below.

- **Pulse Check: The Scorecard Summit**
- **Baltimore Region Investment Summit**
- **70th Annual Meeting**
- **Connect and Convene**
- **Transportation & Economic Opportunity Summit**
- **Vacant Housing & Community Development Symposium**
- **Baltimore Women's Advisory Board**

## SPONSORSHIP BENEFITS:

- Company name or logo prominently placed on all event materials, e-mail promotions, GBC website, promotional ads (if sponsorship form is received and payment is made by printing deadline), social media channels in pre-event and post-event communications.
- Ten tickets for each of the following events, (if selected): Pulse Check: The Scorecard Summit, the 70th Annual Meeting, the Baltimore Region Investment Summit, Transportation and Economic Opportunity Summit and the Vacant Housing and Community Development Symposium
- Public acknowledgment and speaking opportunity at each milestone event.
- Company logo placed on GBC website (gbc.org) for one year.
- Quarter-page company advertisement in Annual Meeting event program.
- Up to three tickets for our Connect and Convene events and VIP Receptions (if applicable)



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**EVENT-SPECIFIC  
SPONSORSHIP**





Pulse Check: The Scorecard will analyze business investments, local expansions, and development trends in the Baltimore Region, while unveiling the region's new economic brand and global investment positioning.

### **AUDIENCE TARGET:**

**200-400** Business decision makers, marketing leaders, and economic development figures

#### **Title Sponsor - \$15,000**

- Twenty tickets to the event.
- Opportunity to place giveaways (provided by sponsor and subject to approval)
- Elevated branding of your organization on event signage and video screens, publicity items, email communications, and social media channels.
- Invitation to VIP Reception (if applicable).
- Public announcement at the event.

#### **Premier Sponsor - \$10,000**

- Fifteen tickets to the event.
- Elevated branding of your organization on event signage and video screens, publicity items, email communications, and social media channels.
- Organizational logo prominently placed on GBC website and event landing pages.
- Public announcement at the event.

#### **Program Sponsor - \$5,000**

- Ten tickets to the event.
- Elevated branding of your organization on event materials and video screens, publicity items, email communications, and social media channels.
- Public announcement at the event.

#### **Patron Sponsor - \$3,000**

- Five tickets to the event.
- Elevated branding of your organization on event materials and video screens.
- Company name or logo on event web page.

#### **Advocate Sponsor - \$1,500**

- Three tickets to the event.
- Company name displayed in the event program.
- Company name on event web page.





The Baltimore Region Investment Summit will bring together decision-makers from real estate, finance, healthcare, government, technology, and other key sectors to explore investment trends and opportunities in the nation's 20th-largest metro area.

**AUDIENCE TARGET:**

**400-600** - Business decision-makers, tech entrepreneurs, foreign investment advisors

**Title Sponsor - \$15,000**

- Twenty tickets to the event.
- Opportunity to place giveaways (provided by sponsor and subject to approval)
- Elevated branding of your organization on GBC website, event signage and video screens, publicity items, email communications, and social media channels.
- Invitation to VIP Reception (if applicable).
- Public announcement at the event.

**Premier Sponsor - \$10,000**

- Fifteen tickets to the event.
- Elevated branding of your organization on GBC website, event signage and video screens, publicity items, email communications, and social media channels.
- Public announcement at the event.

**Program Sponsor - \$5,000**

- Ten tickets to the event.
- Elevated branding of your organization on event materials and video screens, publicity items, email communications, and social media channels.
- Public announcement at the event.

**Patron Sponsor - \$3,000**

- Five tickets to the event.
- Elevated branding of your organization on event materials and video screens.
- Company name or logo on event web page.

**Advocate Sponsor - \$1,500**

- Three tickets to the event.
- Company name displayed in the event program.
- Company name on event web page.



GBC's 70th Annual Meeting will gather business and community leaders to celebrate the Baltimore Region's achievements, honor its history, and shape its future. This signature event highlights the region's momentum and opportunities for collaborative growth.

**AUDIENCE TARGET:**

**700-900** - Business decision makers, elected officials, young professionals, tech entrepreneurs, non-profit leaders, GBC Board of Directors, media

**Title Sponsor - \$25,000**

- Thirty-five tickets to the event.
- Opportunity to introduce a speaker and/or public announcement at event.
- Opportunity to place giveaways (provided by sponsor and subject to approval)
- Elevated branding of your organization on event signage and video screens, publicity items, email communications, and social media channels.
- Full-page advertisement in event program and Annual Report.
- Logo prominently placed on event landing page.
- Invitation to Annual Meeting VIP Reception.

**Premier Sponsor - \$20,000**

- Twenty-five tickets to the event.
- Opportunity to place giveaways (provided by sponsor and subject to approval).
- Half-page advertisement in Annual Meeting events program and Annual Report.
- Elevated branding of your organization on event signage and video screens, publicity items, email communications, and social media channels.
- Organizational logo prominently placed on GBC website and event landing pages.
- Public announcement at the event.
- Invitation to Annual Meeting VIP Reception.







### **Program Sponsor - \$15,000**

- Fifteen tickets to the event.
- Elevated branding of your organization on event signage and video screens, publicity items, email communications, and social media channels.
- Organizational logo prominently placed on GBC website and event landing pages.
- Public announcement at the event.
- Quarter-Page Advertisement in Annual Meeting event program.
- Invitation to Annual Meeting VIP Reception.

### **Patron Sponsor - \$7,500**

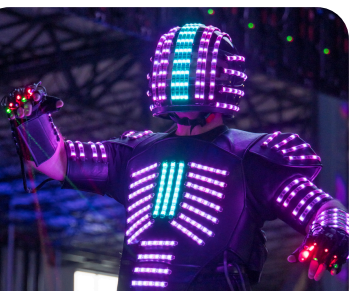
- Seven tickets to the event.
- Company name or logo prominently placed on all event materials, event program, and recognition at the event through signage promoting the event.
- One-Eighth Page advertisement in the Annual Meeting event program.
- Company name or logo on event web page leading up to the event.

### **Advocate Sponsor - \$3,000**

- Five tickets to the event.
- Company name or logo prominently placed on event program.
- Company name or logo on event web page leading up to the event

### **Spirit Sponsor - \$1,500**

- Three tickets to the event
- Company name displayed in the event program
- Company name on event page leading up to the event





The Transportation & Economic Opportunity Summit is the Baltimore Region's leading event for showcasing multi-billion-dollar infrastructure investments. It features top developers and planners analyzing key projects driving regional growth.

**AUDIENCE TARGET:**

**200 - 400** - Business decision makers, real estate developers, urban planners

**Title Sponsor - \$15,000**

- Twenty tickets to the event
- Elevated branding of your organization on event signage and video screens, publicity items, email communications, and social media channels
- Organizational logo placed on GBC website and event landing pages
- Public announcement at the event

**Premier Sponsor - \$10,000**

- Fifteen tickets to the event
- Elevated branding of your organization on event signage and video screens, publicity items, email communications, and social media channels
- Organizational logo prominently placed on GBC website and event landing pages
- Public announcement at the event

**Program Sponsor - \$5,000**

- Ten tickets to the event.
- Company name or logo prominently placed on all event materials, event program, and recognition at the event through signage promoting the event.
- Company name or logo on event web page leading up to the event

**Patron Sponsor - \$3,000**

- Five tickets to the event
- Company name or logo displayed in the event program
- Company name or logo on event web page leading up to the event

**Advocate Sponsor - \$1,500**

- Three tickets to the event
- Company name displayed in the event program
- Company name on event page leading up to the event





The Vacant Housing & Community Development Symposium will showcase insights from corporate, philanthropic, and nonprofit leaders on housing innovations and investment opportunities.

**AUDIENCE TARGET:**

**200-400** - Business and non-profit Leaders, elected officials, decision-makers

**Title Sponsor - \$15,000**

- Twenty tickets to the event
- Elevated branding of your organization on event signage and video screens, publicity items, email communications, and social media channels
- Organizational logo placed on GBC website and event landing pages
- Public announcement at the event
- Invitation to VIP Reception and access to briefings on research and strategy

**Premier Sponsor - \$10,000**

- Fifteen tickets to the event
- Elevated branding of your organization on event signage and video screens, publicity items, email communications, and social media channels
- Organizational logo prominently placed on GBC website and event landing pages
- Public announcement at the event

**Program Sponsor - \$5,000**

- Ten tickets to the event.
- Company name or logo prominently placed on all event materials, event program, and recognition at the event through signage promoting the event.
- Company advertisement in the event program.
- Company name or logo on event web page leading up to the event

**Patron Sponsor - \$3,000**

- Five tickets to the event
- Company name or logo displayed in the event program
- Company name or logo on event web page leading up to the event

**Advocate Sponsor - \$1,500**

- Three tickets to the event
- Company name displayed in the event program



## CONNECT AND CONVENE

Connect and Convene offers engaging conversations with exceptional leaders who discuss the challenges and successes of driving business and civic progress in the Baltimore Region. Speakers share inspiring stories of seizing opportunities, overcoming obstacles, and achieving success, delivering actionable insights for your company and employees.

### Event Sponsor - \$1,500 (No more than two per event)

- Up to five tickets to one event
- Company name or logo prominently placed on all event materials, GBC website, social media channels, and on-site signage.
- Public acknowledgment at the event.
- Opportunity to have company designee speak at each event for 2-3 minutes or otherwise shape event programming. (subject to approval of GBC Director of Events and Business Development, VP of Communications and GBC President & CEO)



# BALTIMORE WOMEN'S ADVISORY BOARD

The Baltimore Women's Advisory Board, through its #bWomen Initiative, aims to position Baltimore as a national leader in gender equality, with our emerging leaders representing a diverse and dynamic pool of talent. Comprising 25 CEOs, Presidents and C-Suite executives, the Advisory Board hosts 3 - 4 annually, focusing on current issues, networking and community service. These events draw 200 - 300 of our region's male and female diversity advocates.

## Title Sponsor - \$3,000 (Limited to one per event)

- Ten tickets to sponsored event
- Company name or logo prominently placed on all event promotional materials, e-mail promotions, event invitations, GBC website, promotional ads and social media channels in pre-event/post communications
- Public announcement at the event
- Opportunity to have company designee speak at event for 2-3 minutes

## Program Sponsor - \$2,000

- Five tickets to sponsored event.
- Company name or logo placed on on-site signage and email communications
- Public announcement at the event

## Ally Sponsor - \$1,000

- Three tickets to one event
- Company name or logo prominently placed on-site signage.
- Public announcement at the event



# REFUND POLICY

## Event cancelled by the Greater Baltimore Committee

The Greater Baltimore Committee (GBC) reserves the right to cancel or postpone an event due to circumstances which would make the event nonviable. If the GBC cancels or postpones an event, sponsor funds may be transferred to a future event or applied to membership investment dues.

## Sponsor cancellation/withdrawal of sponsorship

Notice of sponsorship cancellation must be provided to the GBC at **least 30 days** prior to the event/conference to be eligible for a refund based on the below schedule:

91-120 calendar days before the date of the event – 85% refund

61-90 calendar days before the date of the event – 75% refund

31-60 calendar days before the date of the event – 50% refund

If notice or cancellation is made 30 calendar days or less before the date of the event no refund will be issued.

All requests to cancel or withdraw a sponsorship must be made in writing and forwarded by e-mail to Lisa Byrd, Director of Events and Business Development at [lisab@gbc.org](mailto:lisab@gbc.org)





# 2024 PREMIER AND EVENT SPONSORS



*Thank you for your past support!*



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**SPONSORSHIP  
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