



# **GBC BOLD MOVES AMBASSADOR PROGRAM**

Lead the Narrative.  
Drive the Change.



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## *A CALL TO ACTION FOR REGIONAL LEADERSHIP*

**Join the movement that's redefining how the Baltimore Region is seen.**

As a Bold Moves Ambassador, your organization will help shape and share a powerful story of innovation, investment, and continued civic progress. This is your opportunity to take a leadership role in advancing a bold new narrative for our region.

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### **THE BOLD MOVES REGIONAL ECONOMIC BRAND**

Bold Moves is a multi-year, regional platform designed to reposition how the Baltimore Region is perceived locally, nationally, and globally. It is not a campaign — it is a call to action. A bold new narrative, rooted in truth and driven by momentum.

#### **What Bold Moves Delivers:**

- A unified messaging platform to attract capital, companies, and talent
  - Elevated positioning of the Baltimore Region's industry strengths and innovation
  - A storytelling engine to inspire civic pride and investment
  - A coalition of organizations advancing a shared vision for regional progress
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### **WHAT AMBASSADORS DO**

Bold Moves Ambassadors are regional leaders who extend the platform through partnership, activation, and storytelling. As an Ambassador, your organization will:

- Integrate Bold Moves messaging and visual identity into your communications
  - Share real stories that illustrate your contributions to the region's growth
  - Co-invest in media, events, and activations that elevate the region's economic narrative
  - Promote Bold Moves to employees, clients, and stakeholders
  - Participate in strategy briefings to shape the future direction of the brand
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### **HOW GBC POWERS BOLD MOVES**

As stewards of the Bold Moves platform, GBC provides the infrastructure and expertise to elevate your organization and amplify the region's identity:

- Strategic alignment with the region's economic narrative
- Co-branded storytelling to elevate your role in the regional narrative
- Creative resources including brand guidelines, templates, and content support
- Regional activation via events, trade shows, and leadership engagements
- Amplification campaigns across paid and earned media
- Impact reporting to track engagement, reach, and investment outcomes



## WHAT AMBASSADORS RECEIVE

- **Ambassador Toolkit:** Access to logos, messaging guides, and marketing collateral
- **Brand Recognition:** Visibility across GBC communications, events, and campaigns
- **Storytelling Support:** Guidance from GBC's team to craft impactful content
- **Impact Metrics:** Analytics on media coverage, engagement, and audience reach
- **Leadership Access:** Participation in exclusive events with regional decision-makers

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## WAYS TO ENGAGE WITH THE BRAND

### **Become a Bold Moves Ambassador:**

Join a growing coalition of organizations advancing the region's economic identity

### **Invest in Brand Activation:**

Help fund targeted campaigns and content that drive national and global reach

### **Serve as an Anchor Sponsor:**

Take a visible leadership role in shaping the next phase of Bold Moves

### **Show Us What Bold Looks Like**

We're collecting stories of innovation and leadership that embody the Bold Moves spirit

### **Examples include:**

- Launching a first-of-its-kind product or initiative
- Introducing an innovative business model or technology
- Investing in a new hub, workforce initiative, or facility
- Leading a transformational public-private partnership



### **Ready to Take Bold Action?**

Scan the QR code to express interest in becoming a Bold Moves Ambassador — and to share your Bold Moves story.

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## CONTACTS



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