



BOLD MOVES
BALTIMORE
REGION

GBC BOLD MOVES AMBASSADOR PROGRAM

Lead the Narrative.
Drive the Change.

GBC BOLD MOVES AMBASSADOR PROGRAM



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. The Ambassador Program offers an opportunity to take a leadership role in advancing a bold new narrative for our region.

THE BOLD MOVES REGIONAL ECONOMIC BRAND

Bold Moves is a multi-year messaging platform designed to reposition how the Baltimore Region is perceived locally, nationally, and globally. It is not a campaign but a call to action to drive investment and advance growth. A bold new narrative rooted in momentum and guided by the collective action of our partners and stakeholders.

WHAT BOLD MOVES DELIVERS

- Unified messaging to attract capital, companies, and talent
- Elevated positioning of the region's industry strengths and innovation capacity
- A storytelling engine that inspires civic pride and investment

WHAT AMBASSADORS DO

As a Bold Moves Ambassador, your organization has the opportunity to:

- **Share your story:** Highlight your contributions to the region's growth and momentum
- **Amplify the message:** Integrate Bold Moves messaging and visuals into your own brand
- **Engage and Invest:** Drive events, campaigns, and collaborations that elevate the region

HOW GBC POWERS BOLD MOVES: SIX STORYTELLING CAPABILITIES

How Partners can help change the story of the Baltimore Region together

- **Strategic Narratives & Industry Storytelling:** We work with partners to define the regional story and create focused industry narratives - from tech to logistics to health - that highlight Baltimore's competitive strengths and drive the region's resurgence.
- **Data-Driven Market Intelligence:** We use data to help people and organizations secure investment in Baltimore, whether for businesses, talent, or communities. This equips changemakers with the facts and tools to make the economic case for the region.
- **Compelling Visual Storytelling:** We highlight the people, projects, and energy driving the region forward by leveraging videos, campaigns, and place-based content. This work serves to showcase Baltimore's renewal by bringing the stories of our partners to life.
- **Local & National Press Collaboration:** We collaborate with local and national media, including Violet PR, to amplify Baltimore's story and share our collective progress. Partner participation helps elevate the stories shaping how Baltimore is seen and covered.
- **Partner & Ambassador Activation:** Whether it's a conference or press interview, we give partners the tools and platforms to share a consistent story about Baltimore's resurgence so that our collective voice reinforces the same message of overarching progress.
- **Experiential Storytelling & Site Visits:** We host site visits, tours, and regional events that let investors, journalists, and partners experience Baltimore's momentum firsthand. These experiences turn perception into belief - and belief into investment.

Together, these capabilities power the GBC Ambassador Program - turning shared stories into a unified movement to reshape how the world sees the Baltimore Region.

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WHAT AMBASSADORS RECEIVE

- **Ambassador Toolkit:** Access to logos, messaging guides, and marketing collateral
- **Brand Recognition:** Visibility across our 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

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 Moves Look Like:

Provide 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

CONTACTS



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