

Latin
American
Crossroads
Sponsorship
Options



GLOBAL
ATLANTA

LATIN AMERICAN CROSSROADS

A SERIES EXPLORING ATLANTA AS A HUB FOR THE HEMISPHERE

In the early 2000s, Atlanta was pitched to host the headquarters of the Free Trade Area of the Americas. While the effort failed, the result was a marked increase in the city's hemispheric connectivity that has never been fully explored. A few trends emerged in the aftermath:

- Delta Air Lines expanded nonstop routes from Atlanta significantly — with service to 30 Latin American and Caribbean destinations and stronger partnerships in Brazil and Mexico
- With Latinos representing 1 of 10 Atlantans, 20+ LATAM countries set up consulates here
- Local universities started recruiting more heavily from countries like Colombia and Panama
- Central America's growing stability drew factories, property investors and medical tourists

With Delta's help, Global Atlanta has traveled extensively throughout the region. Now we're embarking on a yearlong exploration of Atlanta's multifaceted ties there as the city positions itself as a counterpoint to Miami. The series includes monthly, country-specific roundtables featuring experts from business, academia and diplomacy. These will be accompanied by special news reports that will be published digitally to more than 10,000 readers and released at each event.

In this time of uncertainty, shining a spotlight on these productive connections will help decision makers in companies and government gain a more accurate picture of why international relations matter to local populations — even in their own backyard.

Reporting Trips

In the last two years, Global Atlanta has sent reporters to 10 countries to uncover the untold stories of how Atlanta's business, educational and cultural influencers have made inroads in the region's economies:

1. **Peru**
2. **Colombia**
3. **Brazil**
4. **Uruguay**
5. **Chile**
6. **Argentina**
7. **Panama**
8. **Costa Rica**
9. **Honduras**
10. **Mexico**



Sponsorship Options

SERIES \$10,000

EVENT \$2,500

SUPPORTER \$1,000

Series Sponsorship - \$10,000

The Series sponsor enjoys a truly integrated package that includes yearlong exposure and association with the *Latin American Crossroads* series through all 12 monthly live events and all digital special reports.

DIGITAL BENEFITS	LIVE EVENT BENEFITS
Announced as Series Sponsor in a news article, social media posting and direct email to 10,000+ Global Atlanta readers	Series Sponsor logo presence in at top of at least two GlobalFlash email ads leading up to each event
Presented by (your company) at top of specially designed <i>Latin American Crossroads</i> microsite housing all stories from the series	Mention in news coverage after the event
Logo on Latin American Crossroads widget on the sidebar of GlobalAtlanta.com, visible on every page of the website.	Opening remarks at each event, up to five minutes
Logo as presenting sponsor on digital/emailed version of each of 12 country-focused Special Reports; full-page ad in PDF versions — published to 10,000+ readers and on our website indefinitely	10 complimentary registrations for <u>each event</u>
Four sponsored commentary articles describing your initiatives in Latin America to be published on GlobalAtlanta.com and the LAC microsite.	Premier logo placement on all materials, programs and signage at the event
All event listings include your logo and “Presented by (your company) and Global Atlanta”	Receive list of all event attendees and their contact information for direct followup

Single Event (Country) Sponsorship - \$2,500

The Event Sponsorship includes exposure associated with one country-focused event in the *Latin American Crossroads* series. The Event sponsor will have a strong presence throughout all event activities and marketing materials.

DIGITAL BENEFITS	EVENT BENEFITS
Logo on digital/emailed version of country-focused Special Report sent to 10,000+ readers and published on GlobalAtlanta.com indefinitely.	Introduced as Event Sponsor, Brief remarks at the event
Logo placed as Event Sponsor in at least two promotional GlobalFlash emails leading up to the event. Mention in social media postings	Mention in news coverage after the event
Direct email announcing your sponsorship to Global Atlanta's email list focused on the country, i.e., our 300+ Colombia readers	Logo placement on all promotional materials/signage at the event
One commentary article on your organization's initiatives in the corresponding country published in Global Atlanta and in the special report	10 complimentary registrations for one event
Logo as presenting sponsor on corresponding country section on <i>Latin American Crossroads</i> microsite.	Receive list of all event attendees and their contact information for direct followup
Mention in event listing	

Supporter Sponsorship - \$1,000

The Supporter Sponsorship is a budget-friendly option for exposure associated with one country-focused event in the *Latin American Crossroads* series.

DIGITAL BENEFITS	EVENT BENEFITS
"Supported by" logo placed in at least two promotional GlobalFlash emails leading up to the event.	Acknowledgement as supporting event sponsor by moderator at live event
Logo on sidebar of <i>Latin American Crossroads</i> microsite	Ability to distribute marketing materials at the event and via Global Atlanta's followup email to event attendees
Block ad on LAC microsite and running on GlobalAtlanta.com for one month	5 complimentary registrations for one event
Mention in event listing	

Schedule for Report Releases / Events

MONTH	COUNTRY	SELECTED TOPIC AREAS
JUNE	COLOMBIA	Emergence from violent past to become one of Latin America's top economies; Delta's new flights from Atlanta; Medellin's new face; FTA followup; manufacturing and industry
JULY	PANAMA	Ties with Georgia Tech; logistics; canal expansion; FTA; trade expansion; finance; sustainable architecture; real estate
TBD...	BRAZIL	Economic woes and ongoing corruption investigation upheaval Olympic ties with ATL; Exports to rising middle class; manufacturing and industry; Brazilian investment in GA; financial technology
	ARGENTINA	President Macri aims to reposition the country in the global economy after years of isolation; technology/finance/software/startups; tourism and trade; food, wine.
	PERU	Mistura culinary festival; gastronomy and social impact: trade in food products and manufactured goods, FTA impact, recent elections
	CHILE	Entrepreneurship, innovation, investment, mining, FTAs, trade
	MEXICO	Automotive and aerospace industries: Is Mexico a competitor or companion to Georgia?; NAFTA outcomes/talks
	COSTA RICA	Eco-tourism, medical devices, educational ties with Georgia
	HONDURAS	Special economic zones, manufacturing, economic empowerment to assist with migration issue
	CUBA	Outcomes of Obama's diplomatic shift, economic reforms, Atlanta opportunities
	EL SALVADOR	Manufacturing, migration, investment, aerospace
	ATL v. MIAMI	Can Atlanta supplant (or at least complement) Miami as a hemispheric business hub? How the city is looking to win LATAM investment, and how the ATL airport and Savannah sea ports play a role.

Contact

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