



**BALTIMORE  
BUSINESS JOURNAL**

# Sponsorships and Events

Sponsorship rates, events calendar  
and event descriptions for 2017

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Questions? Contact [jwhite@bizjournals.com](mailto:jwhite@bizjournals.com)

# 2017 Events Calendar

Find more information at [BaltimoreBusinessJournal.com/event](http://BaltimoreBusinessJournal.com/event)

## Future of Towson

January 20  
7:30 am – 9:30 am  
Towson Sheraton

## Book of Lists Gala

February 2  
5:00 – 8:00 pm  
The Four Seasons Hotel

## Future of Manufacturing in Maryland

February 16  
5:30 pm – 7:30 pm  
Location TBD

## Diversity

March 10  
7:30 am – 9:30 am  
Location TBD

## Sports Business Forum

March 23  
5:30 pm – 7:30 pm  
Location TBD

## Mentoring Monday

April 3  
7:00 am – 9:30 am  
Location TBD

## BBJ RE Broker // Bash Top Projects

April 27  
7:30 pm – 9:30 pm  
Location TBD

## Future of Baltimore Waterfront

May 19  
7:30 pm – 9:30 pm  
Location TBD

## Best in Finance CFO Awards

June 9  
7:30 am – 9:30 am  
Location TBD

## Giving Guide

June 23  
7:30 am – 9:30 am  
Location TBD

## Face to Face

July 14  
7:30 am – 9:30 am  
Location TBD

## Enterprising Women

August 4  
7:30 am – 9:30 am  
Location TBD

## Future of Baltimore's Food Economy

September 8  
7:30 am – 9:30 am  
Location TBD

## Tech 10 Start Ups

September 21  
5:30 pm – 7:30 pm  
Location TBD

## Face to Face

October 20  
7:30 am – 9:30 am  
Location TBD

## 40 Under 40

November 16  
5:30 pm – 7:30 pm  
Location TBD

## Fast 50

November 30  
5:30 pm – 7:30 pm  
Location TBD



### HELPFUL HINT

Registration for each event opens at least 6 weeks prior and closes 1 week before the event.  
[BaltimoreBusinessJournal.com/event](http://BaltimoreBusinessJournal.com/event) »

Event sponsorship with the Baltimore Business Journal provides a wide variety of cost effective, multi-level marketing opportunities to drive exposure for your organization, product and services. With a number of marketing channels to choose from, you can target your message to particular verticals or brand your company and services to the business community at-large at a price to match your budget.

At our events, your executive and business development teams will have a number of ways to meet potential clients and partners. The BBJ is about connections. Our goal is to provide our sponsors with the best opportunity to meet new prospects, raise your profile and do more business.

If you would like to discuss our sponsorship and exhibitor packages in more detail please contact your account executive or Jennifer White at 410-454-0510.

Submit a nomination for one of our 2017 Events at [BaltimoreBusinessJournal.com/nomination](http://BaltimoreBusinessJournal.com/nomination)

#BaltBizEvents



# 2017 Event Sponsorship Cost

Sponsorship	Diversity MORNING	Sports Business Forum EVENING	BBJ RE Top Projects EVENING	Best in Finance CFO Awards MORNING	Giving Event MORNING	Enterprising Women MORNING	Tech-10 Start ups EVENING	40 Under 40 EVENING	Fast 50 EVENING
Title Exclusive <b>\$20,000</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
Title <b>\$17,500</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
Premier <b>\$10,000</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
Partner <b>\$6,000</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓

## Customizable Sponsorship Options

Exhibitor <b>\$2,000</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
VIP Table <b>\$3,500</b>		✓			✓	✓			
Champagne <b>\$8,000</b>			✓				✓	✓	✓
Dessert <b>\$5,000</b>		✓	✓				✓	✓	✓
Coffee <b>\$3,500</b>	✓			✓	✓	✓			
Centerpiece <b>\$4,500 - \$6,000</b>				✓	✓	✓	✓		
Beverage Cocktail <b>\$4,500</b>		✓	✓				✓	✓	✓
Photo Booth <b>\$4,500</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
Program <b>\$2,500</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
Gift Bag <b>\$2,000 - \$3,500</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓
Gift Bag Item <b>\$500</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓



# Title Sponsorship

## CONNECTIONS

- **VIP Sponsor Pre-reception:** Ability to invite 5 top clients/associates to BBJ VIP Sponsor pre-reception to network with other VIP's & honorees (if applicable).
- **Post Event Attendee Research:** Ability to partner with the BBJ on post event research.
- **BBJ Biz Development Seminar:** BBJ staff will host a seminar for sponsor employees on how to work the room, share best practices and tips.
- **Speaking Opportunity:** Ability to deliver 120 second introduction speech or video. If awards event, sponsor has ability to hand out awards. If panel event, sponsor has ability to introduce speakers.
- **Attendee List:** Sponsor will receive attendee list before & after event to target specific individuals and companies for biz dev purposes.
- **10 tickets to the event;** To be used for clients, prospects & staff.

## MARKETING

- Category exclusivity
- First right of renewal
- Promotion of event sponsor (logo promotion)
  - BBJ will run at least 4 print ads before event to promote sponsor (audience of 9,000 paid subscribers per run).
  - BBJ will send at least 4 Exact Target email promotions to promote event & sponsor (audience of 32,000 double opt-in subscribers per email).
  - BBJ will run at least one Post-It note on the front cover of the print edition before event to promote sponsor (audience of 8,500 paid subscribers).
- BBJ will post on social media channels at least four times leading up the event including Twitter, Facebook & LinkedIn. (combined audience of 40,800 likes/followers).
- BBJ will post event on the BBJ event website with sponsor logo (average audience of 285,000 unique visitors).
- Logo on cover of special publication (if applicable).
- Logo or name recognition on awards (if applicable).
- Opportunity to meet with BBJ Event Manager to help customize event and leverage sponsor resources
- Opportunity to have booth at event during networking time.
- Premium position, full page, four color display ad in section/print edition
- Half page vertical profile in the section/print edition
- Signage at event; includes table toppers, stand-up boards, Power Point presentation (if applicable).
- Podium recognition from the publisher at event
- 25 copies of the special publication/edition

### AVAILABILITY

1 available per event

### INVESTMENT

Sponsorship cost is \$20,000

### YOU GET AN AD

Full Page, 9.5"w x 13.375"h

### WE NEED YOUR LOGO

Send your vector .eps logo to [baltimoreads@bizjournals.com](mailto:baltimoreads@bizjournals.com)

**Connections That Count.**



# Premier Sponsorship

## CONNECTIONS

- **BBJ Business Development Seminar:** BBJ staff will host a seminar for sponsor employees on how to work the room, share best practices and tips.
- **Speaking Opportunity:** Ability to deliver 60 second introduction speech or video. If awards event, sponsor has ability to hand out awards. If panel event, sponsor has ability to introduce speakers.
- **Attendee List:** Sponsor will receive attendee list before & after event to target specific individuals and companies for business development purposes.
- **10 tickets to the event:** To be used for clients, prospects & staff.

## MARKETING

- Category exclusivity for this tier
- First right of renewal
- Promotion of event sponsor (logo promotion)
  - BBJ will run at least 4 print ads before event to promote sponsor (audience of 9,000 paid subscribers per run).
  - BBJ will send at least 4 Exact Target email promotions to promote event & sponsor (audience of 32,000 double opt-in subscribers per email).
  - BBJ will post on social media channels at least four times leading up the event including Twitter, Facebook & LinkedIn. (combined audience of 40,800 likes/followers).
- BBJ will post event on the BBJ event website with sponsor logo (average audience of 285,000 unique visitors).
- Logo on cover of special publication (if applicable).
- Premier Opportunities Include:
  - Drink Coffee Sponsor
  - Centerpiece Sponsor
  - Dessert Sponsor
  - Step & Repeat Sponsor
- Opportunity to meet with BBJ Event Manager to help customize event and leverage sponsor resources
- Opportunity to have booth at event during networking time.
- Premium position, half page, four color display ad in section/print edition
- Signage at event; includes table toppers, stand-up boards, Power Point presentation (if applicable).
- Podium recognition from the publisher at event
- 25 copies of the special publication/edition

### AVAILABILITY

2 available per event

### INVESTMENT

Sponsorship cost is \$10,000

### YOU GET AN AD

Half Page, 9.5"w x 6.375"h

### WE NEED YOUR LOGO

Send your vector .eps logo to [baltimoreads@bizjournals.com](mailto:baltimoreads@bizjournals.com)

**Connections That Count.**



# Partner Sponsorship

## CONNECTIONS

- **BBJ Biz Dev Seminar:** BBJ staff will host a seminar for sponsor employees on how to work the room, share best practices and tips.
- **Attendee List:** Sponsor will receive attendee list before & after event to target specific individuals and companies for biz dev purposes.
- **5 tickets to the event;** To be used for clients, prospects & staff.

## MARKETING

- Promotion of event sponsor (logo promotion)
  - BBJ will run at least 4 print ads before event to promote sponsor (audience of 9,000 paid subscribers per run).
  - BBJ will send at least 4 Exact Target email promotions to promote event & sponsor (audience of 32,000 double opt-in subscribers per email).
  - BBJ will post on social media channels at least four times leading up the event including Twitter, Facebook & LinkedIn. (combined audience of 40,800 likes/followers).
- BBJ will post event on the BBJ event website with sponsor logo (average audience of 285,000 unique visitors).
- Logo on cover of special publication (if applicable).
- Partner Opportunities Include:
  - Drink Coffee Sponsor
  - Centerpiece Sponsor
  - Dessert Sponsor
  - Step & Repeat Sponsor
- Opportunity to meet with BBJ Event Manager to help customize event and leverage sponsor resources
- Opportunity to have booth at event during networking time.
- Premium position, quarter page, four color display ad in section/print edition
- Signage at event; includes table toppers, stand-up boards, Power Point presentation (if applicable).
- Podium recognition from the publisher at event
- 25 copies of the special publication/edition

## AVAILABILITY

5 available per event

## INVESTMENT

Sponsorship cost is \$6,000

## YOU GET AN AD

Quarter Page, 4.625"w x 6.375"h

## WE NEED YOUR LOGO

Send your vector .eps logo to [baltimoreads@bizjournals.com](mailto:baltimoreads@bizjournals.com)

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# Exhibit Sponsorship

## CONNECTIONS & MARKETING

- Promotion of event sponsor (name promotion)
  - BBJ will run at least 4 print ads before event to promote sponsor (audience of 9,000 paid subscribers per run).
  - BBJ will send at least 4 Exact Target email promotions to promote event & sponsor (audience of 32,000 double opt-in subscribers per email).
  - BBJ will post on social media channels at least four times leading up the event including Twitter, Facebook & LinkedIn. (combined audience of 40,800 likes/followers).
- BBJ will post event on the BBJ event website with sponsor name (average audience of 285,000 unique visitors).
- Opportunity to have booth at event during networking time.
- Podium recognition from the publisher at event
- 2 Tickets to the event to be used for clients, prospects, and/or staff.

## AVAILABILITY

7 available per event

## INVESTMENT

Sponsorship cost is \$2,000

**Connections That Count.**





# VIP Table Sponsorship

## CONNECTIONS & MARKETING

- Promotion of event sponsor (name promotion)
  - BBJ will run at least 4 print ads before event to promote sponsor (audience of 9,000 paid subscribers per run).
  - BBJ will send at least 4 Exact Target email promotions to promote event & sponsor (audience of 32,000 double opt-in subscribers per email).
  - BBJ will post on social media channels at least four times leading up the event including Twitter, Facebook & LinkedIn. (combined audience of 40,800 likes/followers).
- BBJ will post event on the BBJ event website with sponsor name (average audience of 285,000 unique visitors).
- Opportunity to have booth at event during networking time.
- Podium recognition from the publisher at event
- 10 Tickets to the event to be used for clients, prospects, and/or staff.
- 10 copies of the special publication or issue (if applicable.)
- Quarter page, four color display ad in section/print edition

## AVAILABILITY

7 available per event

## YOU GET AN AD

Quarter Page, 4.625"w x 6.375"h

## INVESTMENT

Sponsorship cost is \$3,500

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# Mini Sponsorship Benefits

## **Champagne Sponsorship: \$8,000**

(one available per event)

- Champagne glasses branded with sponsor logo provided to all guests for a toast to the honorees
- Champagne sponsor will have the opportunity to give the toast on stage
- Logo in the Thank You ad in the print supplement
- 10 tickets to the event
- Half page full color advertisement in award section of the paper published the week of the event
- Logo on signage at the event
- Recognition in the event presentation

## **Dessert Sponsorship: \$5,000**

(one available per event)

- Customized dessert item with logo or branding
- Listing on program menu card if applicable
- Logo in the Thank You ad in the print supplement
- Two tickets to the event
- Recognition in the event presentation
- Logo on signage at the event

## **Coffee Sponsorship: \$3,500**

(one available per event)

- Customized koozie for to go coffee cups with sponsor logo to be displayed at coffee station
- Logo on all signage at coffee station
- Logo in the Thank You ad in the print supplement
- Two tickets to the event
- Logo on signage at the event
- Recognition in the event presentation

## **Centerpiece Sponsorship: \$4,500 – \$6,000**

(one available per event)

- Customized centerpiece with branding showcasing sponsors message designed to reflect event theme
- Listing on program if applicable
- Logo in the Thank You ad in the print supplement
- Two tickets to the event
- Logo on signage at the event
- Recognition in the event presentation

## **Beverage Cocktail Sponsorship: \$4,500**

(one available per event)

- Customized beverage or cocktail named for the sponsor
- Logo on all signage at bars and or trays with passed beverage name and sponsor
- Beverage recipe and or a note about sponsor placed in gift bag pending sponsorship or to be handed out at the event
- Logo in the Thank You ad in the print supplement
- Two tickets to the event
- Logo on signage at the event
- Recognition in the event presentation

## **Photo Booth Sponsorship: \$4,500**

(one available per event)

- A classic photo booth branded with sponsor logo & event logo
- Reserved half table for five guests
- Logo on the sponsor Thank You ad
- The photos are imprinted with sponsor logo, so that anyone that takes their picture will have your logo on a portion of the border



# Mini Sponsorship Benefits

## **VIP Table Sponsorship: \$3,500**

(unlimited)

- 10 tickets to event, (Reserved table if applicable)
- Logo on signage at the event
- Recognition in the event presentation
- Logo in the Thank You ad in the print supplement
- Half page color advertisement in the awards supplement

## **Program Sponsorship: \$2,500**

(one available per event)

- Program at each seat branded with company logo
- Logo in the Thank You ad in the print supplement
- Two tickets to the event
- Logo on signage at the event
- Recognition in the event presentation

## **Gift Bag Sponsorship: \$2,000 – \$3,500**

(one available per event)

- Logo on gift bag to be handed out at the event
- Logo in the Thank You ad in the print supplement
- Opportunity to submit a gift bag item
- Two tickets to the event
- Logo on signage at the event
- Recognition in the event presentation

## **Gift Bag Item Sponsorship: \$500**

(unlimited)

- Opportunity to submit a gift bag item
- Recognition in the event presentation
- Logo on signage at the event
- One ticket to the event
- Logo in the Thank You ad in the print supplement





# The Future of... Sponsorship Levels

PRE EVENT SPONSORSHIP BENEFITS	PRESENTING PACKAGE \$30,000 (\$7,500 per event)	TITLE \$10,000	PARTNER \$6,000	EXHIBITOR \$2,000
Exclusive event signage as Presenting Sponsor	✓			
Promotion of event sponsor (logo promotion)	✓	✓	✓	✓ (name only)
Involved in strategic planning with BBJ Event Manager	✓	✓		
BBJ Business Development Seminar	✓	✓	✓	
Pre-event Introductions	✓	✓		
Attendee List	✓	✓	✓	
Tickets to Event	10 tickets	10 tickets	5 tickets	2 tickets

## DURING EVENT SPONSORSHIP BENEFITS

Display ad in publication	Half Page, 4-color	Half Page, 4-color	Quarter Page, 4-color	
Opportunity to Speak at Event	✓	✓		
Opportunity to distribute materials at the event	✓	✓	✓	✓
Signage at event	✓	✓	✓	✓
Podium recognition	✓	✓	✓	✓
Category exclusivity	✓	✓	✓	

## POST EVENT SPONSORSHIP BENEFITS

First right of renewal	✓	✓	✓	
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# The Future of... Presenting Package Sponsorship



The region's business and civic leaders will engage in three frank discussions on the industries and projects that will greatly impact Greater Baltimore's economy. Learn about these important developments and find out what opportunities are there for your business.

## CONNECTIONS

- **BBJ Biz Development Seminar:** BBJ staff will host a seminar for sponsor employees on how to work the room, share best practices and tips.
- **Attendee List:** Sponsor will receive attendee list before & after event to target specific individuals and companies for biz dev purposes.
- **Pre-event Introductions:** Ability to select up to 5 attendees that the BBJ Publisher will introduce sponsor to via email before the event.
- **10 tickets to the event;** To be used for clients, prospects & staff.
- **Speaking Opportunity:** Ability to deliver 120 second introduction speech or video. If awards event, sponsor has ability to hand out awards. If panel event, sponsor has ability to introduce speakers.

## MARKETING

- Category exclusivity
- First right of renewal
- Promotion of event sponsor (logo promotion)
  - BBJ will run at least 4 print ads before event to promote sponsor (audience of 9,000 paid subscribers per run).
  - BBJ will send at least 4 Exact Target email promotions to promote event & sponsor (audience of 32,000 double opt-in subscribers per email).
- BBJ will post on social media channels at least four times leading up the event including Twitter, Facebook & LinkedIn. (combined audience of 40,800 likes/followers).
- BBJ will post event on the BBJ event website with sponsor logo (average audience of 285,000 unique visitors).
- Opportunity to meet with BBJ Event Manager to help customize event and leverage sponsor resources
- Opportunity to have booth at event during networking time.
- Premium position, half page, four color display ad in section/print edition
- Signage at event; includes table toppers, stand-up boards, Power Point presentation (if applicable).
- Podium recognition from the publisher at event

### AVAILABILITY

3 available per event and they must be sold as a package before the first event. NO TITLES will be available if we sell a Presenting Sponsor.

### INVESTMENT

Sponsorship cost is \$30,000  
\$7,500 per event (4)

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see all Future of... Sponsorship options on page 21

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### YOU GET AN AD

Half Page, 9.5"w x 6.375"h

### WE NEED YOUR LOGO

Send your vector .eps logo to [baltimoreads@bizjournals.com](mailto:baltimoreads@bizjournals.com)

**Connections That Count.**





# The Future of... Title Sponsorship

The region's business and civic leaders will engage in three frank discussions on the industries and projects that will greatly impact Greater Baltimore's economy. Learn about these important developments and find out what opportunities are there for your business.

## CONNECTIONS

- **BBJ Biz Development Seminar:** BBJ staff will host a seminar for sponsor employees on how to work the room, share best practices and tips.
- **Pre-event Introductions:** Ability to select up to 5 attendees that the BBJ Publisher will introduce sponsor to via email before the event.
- **Speaking Opportunity:** Ability to deliver 120 second introduction speech or video. If awards event, sponsor has ability to hand out awards. If panel event, sponsor has ability to introduce speakers.
- **Attendee List:** Sponsor will receive attendee list before & after event to target specific individuals and companies for biz dev purposes.
- **10 tickets to the event;** To be used for clients, prospects & staff.

## MARKETING

- Category exclusivity
- First right of renewal
- Promotion of event sponsor (logo promotion)
  - BBJ will run at least 4 print ads before event to promote sponsor (audience of 9,000 paid subscribers per run).
  - BBJ will send at least 4 Exact Target email promotions to promote event & sponsor (audience of 32,000 double opt-in subscribers per email).
- BBJ will post on social media channels at least four times leading up the event including Twitter, Facebook & LinkedIn. (combined audience of 40,800 likes/followers).
- BBJ will post event on the BBJ event website with sponsor logo (average audience of 285,000 unique visitors).
- Opportunity to meet with BBJ Event Manager to help customize event and leverage sponsor resources
- Opportunity to have booth at event during networking time.
- Premium position, half page, four color display ad in section/print edition
- Signage at event; includes table toppers, stand-up boards, Power Point presentation (if applicable).
- Podium recognition from the publisher at event

### AVAILABILITY

3 Title Sponsorships are available unless a Presenting Sponsorship is sold.

### INVESTMENT

Sponsorship cost is \$10,000

see all Future of... Sponsorship options on page 21

### YOU GET AN AD

Half Page, 9.5"w x 6.375"h

### WE NEED YOUR LOGO

Send your vector .eps logo to [baltimoreads@bizjournals.com](mailto:baltimoreads@bizjournals.com)

**Connections That Count.**





# The Future of... Partner Sponsorship

The region's business and civic leaders will engage in three frank discussions on the industries and projects that will greatly impact Greater Baltimore's economy. Learn about these important developments and find out what opportunities are there for your business.

## CONNECTIONS

- **BBJ Biz Development Seminar:** BBJ staff will host a seminar for sponsor employees on how to work the room, share best practices and tips.
- **Attendee List:** Sponsor will receive attendee list before & after event to target specific individuals and companies for biz dev purposes.
- **5 tickets to the event;** To be used for clients, prospects & staff.

## MARKETING

- Category exclusivity
- First right of renewal
- Promotion of event sponsor (logo promotion)
  - BBJ will run at least 4 print ads before event to promote sponsor (audience of 9,000 paid subscribers per run).
  - BBJ will send at least 4 Exact Target email promotions to promote event & sponsor (audience of 32,000 double opt-in subscribers per email).
- BBJ will post on social media channels at least four times leading up the event including Twitter, Facebook & LinkedIn. (combined audience of 40,800 likes/followers).
- BBJ will post event on the BBJ event website with sponsor logo (average audience of 285,000 unique visitors).
- Opportunity to meet with BBJ Event Manager to help customize event and leverage sponsor resources
- Opportunity to have booth at event during networking time.
- Premium position, quarter page, four color display ad in section/ print edition
- Signage at event; includes table toppers, stand-up boards, Power Point presentation (if applicable).
- Podium recognition from the publisher at event

### AVAILABILITY

5 per event

### INVESTMENT

Sponsorship cost is \$6,000

see all Future of... Sponsorship options on page 21

### YOU GET AN AD

Quarter Page, 4.625"w x 6.375"h

### WE NEED YOUR LOGO

Send your vector .eps logo to [baltimoreads@bizjournals.com](mailto:baltimoreads@bizjournals.com)

**Connections That Count.**



# The Future of... Exhibitor Sponsorship



The region's business and civic leaders will engage in three frank discussions on the industries and projects that will greatly impact Greater Baltimore's economy. Learn about these important developments and find out what opportunities are there for your business.

## CONNECTIONS

- **2 tickets to the event;** To be used for staff.

## MARKETING

- Promotion of event sponsor (name promotion)
  - BBJ will run at least 4 print ads before event to promote sponsor (audience of 9,000 paid subscribers per run).
  - BBJ will send at least 4 Exact Target email promotions to promote event & sponsor (audience of 32,000 double opt-in subscribers per email).
  - BBJ will post on social media channels at least four times leading up the event including
- Twitter, Facebook & LinkedIn. (combined audience of 40,800 likes/followers).
- BBJ will post event on the BBJ event website with sponsor logo (average audience of 285,000 unique visitors).
- Opportunity to have booth at event during networking time.
- Signage at event; includes table toppers, stand-up boards, Power Point presentation (if applicable).
- Podium recognition from the publisher at event

### AVAILABILITY

7 per event

### INVESTMENT

Sponsorship cost is \$2,000

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see all Future of... Sponsorship options on page 21

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**Connections That Count.**

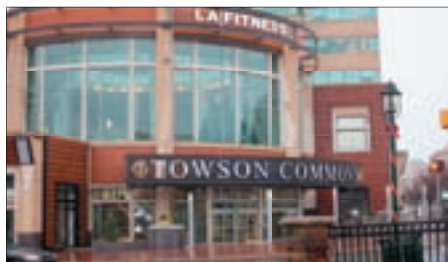






# The Future of... Signature Series

The region's business and civic leaders will engage in three frank discussions on the industries and projects that will greatly impact Greater Baltimore's economy. Learn about these important developments and find out what opportunities are there for your business. [See more on sponsorships for this series on page 21.](#)



Future of Towson  
January 20, 2017  
7:30 am – 9:30 am  
Towson Sheraton

This isn't a sleepy college town or Baltimore bedroom community anymore. Towson is rapidly becoming a vibrant city on its own — with a burgeoning commercial district, a university on the rise and a thriving residential community. The BBJ will host a panel discussion with developers, business and university leaders to find out what's next.



Future of Manufacturing  
in Maryland  
February 16, 2017  
5:30 pm – 7:30 pm  
Location TBD

Manufacturing is alive and well in the Free State. Hear from the makers — big and small — themselves about what's being manufactured in Maryland and why the industry is seeing such a huge resurgence.



Future of the  
Baltimore Waterfront  
May 12, 2017  
7:30 am – 9:30 am  
Location TBD

In Harbor East, what was once rotting wharves and vacant land is now a thriving waterfront community of high-end retail, offices, hotels and apartment towers. In nearby Harbor Point, a once-polluted site of a chromium plant houses some of the city's hottest companies. And just a few miles south, Under Armour's Kevin Plank is getting ready to recreate Port Covington into a multibillion complex. The BBJ's panel discussion will look at these projects and more as it explores the business opportunities and potential of the city's red-hot waterfront.



Future of Baltimore's  
Food Economy  
September 8, 2017  
Time TBD  
Location TBD

People love to eat. That's the big driver behind Greater Baltimore's booming restaurant and hospitality industry. Meet some of the region's hottest food entrepreneurs in a frank discussion on an industry that seems to have no end in sight.



# Diversity: Expand Your Circles

## Panel Discussion

March 10, 2017

7:30 am - 9:30 am

Location TBD

Don't view hiring or doing business with people of all colors, genders and sexual orientation as some sort of philanthropy. It makes good business sense. Find out why diversity is crucial to your business' future in a world that is rapidly changing. Our panel of experts will help you learn how to open up your mind and your business to new partners, employees and more.

## Program Structure

Breakfast + Panel Discussion

## Expected Attendance

150+

#BaltBizEvents



# Sports Business Forum

## Panel Discussion

March 23, 2017

5:30 pm - 7:30 pm

Location TBD

Sports in Greater Baltimore goes beyond cheering for the purple and black or orange and black. Sports — whether it's at the professional or even youth — level is an important part of the economy. Our panel of experts will explore the business opportunities in this fast-growing industry.

## Program Structure

Cocktails + Panel Discussion

## Expected Attendance

150+

#BaltBizEvents



# Mentoring Monday



Breakfast  
April 3, 2017  
7:00 am — 9:30 am  
Location TBD

The influence women have on each other in the workplace is significant. Here's your chance to make a difference in your career and your life. Meet 40 mentors who are willing to share their experiences and advice on a one-on-one basis. Think of it as speed-dating for your personal growth.

## Program Structure

Breakfast Networking/Speed Mentoring Sessions

## Expected Attendance

200-250+

#BaltBizEvents





# BBJ RE INC : Top Projects // Broker Bash



## Cocktail Networking

April 27, 2017

5:30 pm - 7:30 pm

Location TBD

Seal a big deal this year? It's time to celebrate. Come join your fellow commercial real estate brokers for networking, food and fun at the Baltimore Business Journal's cocktail reception. The BBJ will display some of the region's top projects and offer brokers and those who want to meet them the chance to hear how they got done.

### Program Structure

Networking/Awards Breakfast

### Expected Attendance

200-250

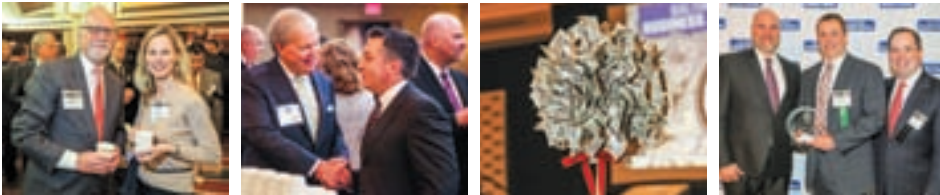
#BaltBizEvents



Nomination information to come.



# Best in Finance: CFO Awards



Breakfast  
June 9, 2017  
7:30 am - 9:30 am  
Location TBD

The Baltimore Business Journal honors the brightest and most successful Chief Financial Officers in the region at its annual awards event. Hear from the region's top financial executives on what it takes to run a company in an increasingly challenging environment.

## Program Structure

Breakfast + Networking/Awards Breakfast

## Expected Attendance

200-250+

#BaltBizEvents



**THESE CFOS ARE SMART MONEY**

ALL PROFILES BY REBECCA LOGAN

An image in someone's mind of CFO is most likely someone sitting behind a desk in a dark room with only a computer, notepad and calculator.

But our honorees for the BBJ's Best in Finance are anything but that.

They will show you being a top financial officer is so much more than just crunching numbers. It's about advancing the company as a whole, working with a team of money managers and planners to not just save money, but improve the services offered by the company.

Our Best in Finance honorees were chosen for doing great things in and out of the office, for helping their company save money – or at least spend it more wisely – and for being a team player.

The honorees come from a variety of industries, including health care, real estate and education, and got their start in finance in a variety of ways – one of our honorees was even planning to leave his job after five years.

No matter how they came in, these eight financial officers are sure to eventually leave a lasting impact on their company.

Look inside to find out why our honorees love their jobs, what has been the key to their success and how they manage to handle the stress of high-pressure situations.

– Jonathan Munshaw

**ZURICH**  
TITLE SPONSOR

**AON**  
PREMIER SPONSOR

**Robert Half**  
PARTNER



# The Giving Event (Tied to our Giving Guide Advertising Publication)

Breakfast  
June 23, 2017  
7:30 am - 9:30 am  
Location TBD

Greater Baltimore's nonprofit community is vast. More than 11,000 nonprofits in the region employ over 60,000 people and serve hundreds of thousands. Join the BBJ and Maryland Nonprofits for an event that focuses on the issues facing nonprofits today. The morning event will include a panel discussion and the chance to network with businesspeople and nonprofit leaders.

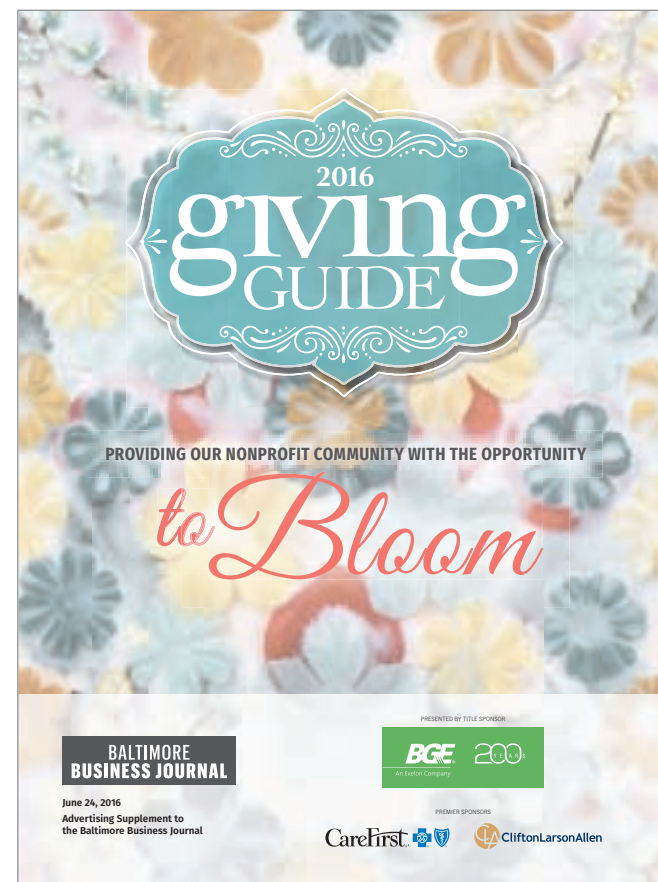
## Program Structure

Breakfast + Panel Discussion

## Expected Attendance

200-250+

#BaltBizEvents





# Face to Face



The Baltimore Business Journal interviews the top newsmakers in an intimate setting. Get to know some of the region's leaders — and their strategies that will shape the future.

## Program Structure

Breakfast + One on One w/local Business Person and BBJ Editor

## Expected Attendance

150+

**1** Breakfast  
July 14, 2017  
7:30 am - 9:30 am  
Location TBD

**2** Breakfast  
October 20, 2017  
7:30 am - 9:30 am  
Location TBD

# Sponsorship Levels

	TITLE \$7,500	PARTNER \$5,000	EXHIBITOR \$1,500
<b>PRE EVENT SPONSORSHIP BENEFITS</b>			
Exclusive event signage as Presenting Sponsor			
Promotion of event sponsor (logo promotion)	✓	✓	✓ (name only)
Involved in strategic planning with BBJ Event Manager	✓		
BBJ Business Development Seminar	✓	✓	
Pre-event Introductions	✓		
Attendee List	✓	✓	
Tickets to Event	10 tickets	5 tickets	2 tickets
<b>DURING EVENT SPONSORSHIP BENEFITS</b>			
Display ad in publication	Half Page, 4-color	Quarter Page, 4-color	
Opportunity to Speak at Event	✓		
Opportunity to distribute materials at the event	✓	✓	✓
Signage at event	✓	✓	✓
Podium recognition	✓	✓	✓
Category exclusivity	✓	✓	
<b>POST EVENT SPONSORSHIP BENEFITS</b>			
First right of renewal	✓	✓	

#BaltBizEvents



# Enterprising Women



Breakfast  
August 4, 2017  
7:30 am - 9:30 am  
Location TBD

How did she do it? Learn from a panel of the region's prominent women entrepreneurs, executives and community leaders on how they achieved success — and how you can do the same.

## Program Structure

Breakfast + Panel Discussion

## Expected Attendance

350-400+

#BaltBizEvents



# Tech Ten Startups



Tech 10 Startups  
September 21, 2017  
5:30 pm — 7:30 pm

Location TBD

Cyber. Education-tech. Health-care Tech. These are just three of the technology industry's biggest drivers in Greater Baltimore. Meet some of the faces behind these growing sectors — and leaders from throughout the technology space in our special awards publication and cocktail event.

## Program Structure

Cocktail Networking/Awards

## Expected Attendance

150-200+

#BaltBizEvents

Nomination information to come.



# 40 Under 40



Awards Celebration  
November 16, 2017  
5:30 pm - 7:30 pm  
Location TBD

The BBJ's 40 Under 40 event honors some of the region's most successful young executives. After hundreds of nominations, our editorial team selects a diverse group based not only on their accomplishments in the workplace but their involvement in the community. Join us as we celebrate the future of Baltimore's leadership.

## Program Structure

Cocktails + Awards

## Expected Attendance

250-300+

#BaltBizEvents

## ACCEPTING NOMINATIONS

In every workplace, there is one individual who goes above and beyond (perhaps- who surpasses all expectations). A leader who innovates, engages and improves his or her company or community. The Baltimore Business Journal wants to hear about them.

**Deadline: August 11, 2017**

TO NOMINATE:  
<http://bizj.us/1oz1cp>





# Fast 50



## Networking & Cocktails

November 30, 2017

5:30 pm - 7:30 pm

Location TBD

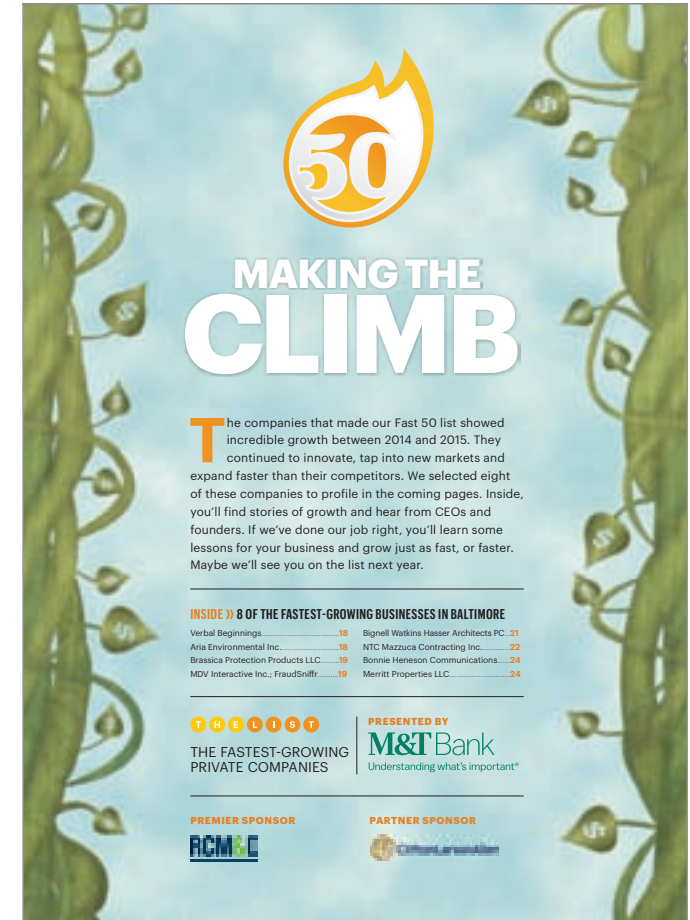
Private companies are the biggest employers in the state and the BBJ is the only media that gathers meaningful data on these organizations. Join the BBJ for the 2nd Annual Fast 50 Awards — an event that honors the fastest-growing private companies based on their sales growth. Mix and mingle with the top executives of the 50 fastest-growing private companies in the Baltimore region.

## Program Structure

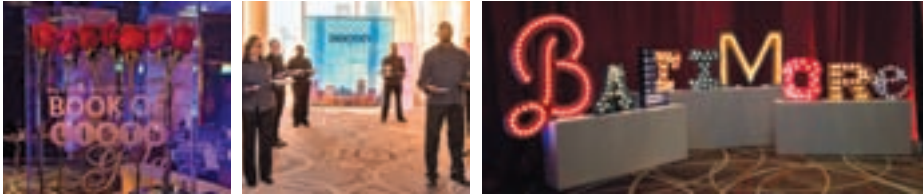
Cocktail/Networking

## Expected Attendance

200-250+



# Book of Lists 2017-18 Gala



Gala  
TBD, 2018  
6:00 pm - 8:00 pm  
Location TBD

It's simply THE BOOK of Greater Baltimore business. Inside, you will find more than 98+ pages of Lists that feature the biggest and most profitable companies in the region. Each List gives you crucial information on revenues, number of employees and the person to contact if you want to do business with that company. It's a resource that you cannot do without.

## Program Structure

Cocktails + Networking

## Expected Attendance

500 — Invite only (see your account executive for more information)

#BaltBizEvents



# BizMix Sponsorship



Join the BBJ as we host hundreds of business professionals throughout the year at our popular Biz Mix Networking Events. These events have become an excellent way to reach a variety of business leaders and professionals at a low price point. Our Biz Mix's offer a variety of unique and fun locations for your team to network and develop new business. Sponsoring our Biz Mix's is a sure way to get connected!

## CONNECTIONS

- **BBJ Biz Development Seminar:** BBJ staff will host a seminar for sponsor employees on how to work the room, share best practices and tips.
- **5 tickets to the event;** To be used for clients, prospects & staff.

## MARKETING

- Promotion of event sponsor (name promotion)
  - BBJ will run at least 4 print ads before event to promote sponsor (audience of 9,000 paid subscribers per run)
  - BBJ will send at least 4 Exact Target email promotions to promote event & sponsor (audience of 32,000 double opt-in subscribers per email).
  - BBJ will post on social media channels at least two times leading up the event including Twitter, Facebook & LinkedIn. (combined audience of 51,800+ likes/followers).
  - BBJ will post event on the BBJ event website with sponsor name (average audience of 250,000 unique visitors).
- Opportunity to have booth at event during networking time.
- Signage at event.
- Podium recognition from the publisher at event (if venue applicable).

## AVAILABILITY

3 available per event

## INVESTMENT

Sponsorship cost is \$2,000

## MULTIPLE BIZ MIX PACKAGE

Sponsor 4 BBJ Biz Mix's in 2017: \$7,000





# Questions?

We are happy to answer any questions you have about the information in this packet. If you do not have an assigned Account Executive, please use the contact information below.

## **Sponsorship Inquiries**

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[jwhite@bizjournals.com](mailto:jwhite@bizjournals.com)

## **Event Inquiries**

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Events Manager  
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## **Resources**

- » Events calendar: [BaltimoreBusinessJournal.com/event](http://BaltimoreBusinessJournal.com/event) »
- » Nominations: [BaltimoreBusinessJournal.com/nomination](http://BaltimoreBusinessJournal.com/nomination) »
- » Sponsorship & advertising information: [BaltimoreBusinessJournal.com](http://BaltimoreBusinessJournal.com) »

