

## BABC WEBSITE SPONSORSHIP PACKAGE

### **BACKGROUND**

The British-American Business Council (BABC) is the largest transatlantic business organization with 25 chapters and 2,500 member companies based in all the major business centers throughout North America and the UK.

### **SPONSORSHIP BENEFITS**

Sponsorship provides unique, central positioning and visibility at the heart of the BABC -- an organization that offers:

- membership: comprises many of the world's largest (US, British and other) multinationals, as well as thousands of middle-market companies;
- business profile: offers a pre-qualified audience, as all its members are by definition involved in and committed to transatlantic and/or global business;
- demographics: connects with its members at the most senior (Chairman, CEO, etc.) level as well as with mid-level executives: as illustration, please find attached lists of:
  - its International Advisory Board
  - sample listing of leading member companies in New York and London
  - New York and London demographics.
- communications: reaches and communicates with its members primarily through its website, because its members are spread among 26 business regions.

### **WEBSITE FUNCTION**

Members of the BABC access its website for a variety of business purposes:

- to connect with other members through the BABC's Online Membership Directory, including executives at all its member companies (10,000 executives at 2,500 companies);
- to access the BABC's Online Calendar listing the upcoming events at all its chapters, and register for these events;
- to access information about, and register for, the BABC's Annual Conferences (Chicago '08; Washington DC '09);
- to access information about, and take advantage of, other benefits of BABC membership, including Exchange Visitor (J1 Visa) Program; corporate databases comprising 500,000 leading US and European companies; cross-cultural programs; and "Member Discounts" (special member-to-member offers).

### **SPONSORSHIP SPECIFICS**

The sponsorship includes:

- Name and logo prominently displayed on website homepage, with hyperlink
- Recognition as exclusive website sponsor with hyperlink on every page of BABC website
- Recognition, in meeting materials and from the podium, at all BABC Conferences, workshops and Board meetings.

Audience:

- By definition, all visitors to the site are likely to have a significant interest and involvement in transatlantic and broader international business
- The site averages 5,700 visits; 3,300 unique visitors; and 142,000 hits per month
- Length of Sponsorship: 1 year
- Cost: \$10,000

