

ECONOMIC FORECASTING CENTER



Why should you become a sponsor (\$15,000) of Georgia State University's Economic Forecasting Center?

An accurate analysis of global and domestic macro trends is a must in the current economic environment and the Center specializes in providing this information on a timely basis. Having a better and more accurate understanding of economic issues will benefit your company by lowering your risk when making important strategic decisions, thus improving profitability. We disseminate the Center's products and services via the following two activities/events:

Economic conferences (2 times a year at Georgia State University) - Our conferences are wonderful educational events where employees would get the latest update on recent economic issues and how these will affect the economy in the short and long run (Rajeev's forecast presentation as well as additional industry and academic speakers). They are half-day events held two times a year so people would not be out of the office for too long. At the conference, all attendees receive a copy of the Director's Forecast presentation of the Nation, Georgia and Atlanta along with copies of each speaker's presentation.

Sponsor Seminars (Bi-annual and held as a longer version of a breakfast meeting at the Commerce Club)- These are small, closed-door, half-day meetings where Rajeev presents an update on latest economic issues, sponsors talk about recent trends in their respective industries, followed by in-depth discussions. These meetings provide plenty of opportunities for sponsors to talk about their specific issues.

What you receive under a sponsorship:

- Admission to each bi-annual conference for 5 company employees and/or clients
- Admission to our bi-annual Sponsor Seminar for 1-2 company executives
- Company logo promoted at all events (conferences, seminars), on all our presentations and event invites (emails)
- Copies of the Director's Forecast presentation of the Nation, Georgia and Atlanta

What if we need a higher level of services than a standard sponsorship?

We also offer services suited to a client's specific needs. To give some examples, one sponsor has requested that Rajeev speak at their annual shareholder's meeting, another sponsor asks for a 30-year employment projection once a year, and a third sponsor brings Rajeev over twice a year for a private meeting with their strategic-planning team. **Thus, executive sponsorship includes all the services listed above in a standard sponsorship agreement, plus more access to Rajeev for economic advice.** This level of sponsorship starts at \$25,000 and above depending on the level of services/commitment needed.

The Center believes that sponsorship is the beginning of a mutually beneficial relationship between two entities that have much to offer to each other.

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Sponsorship Price List

Standard Sponsorship

Cost: \$15,000

Includes the following:

- Admission to conferences in February and August for ten (10) company employees and/or clients
- Admission to our Sponsor Seminar for 1-2 company executives
- Company name listed on our presentations and handouts as well as displayed during the conference
- Company name listed in our marketing and promotional material (website, conference invite e-mails etc.)

Executive Sponsorship

Cost: \$25,000 and above

Includes the following:

- Admission to conferences in February and August for fifteen (15) company employees and/or clients
- Admission to our Sponsor Seminar for 2-3 company executives
- Company name listed on our presentations and handouts as well as displayed during the conference
- Company name listed in our marketing and promotional material (website, conference invite e-mails etc.)
- Customized services

Executive custom service examples:

- Coca-Cola Food Services division asks Dr. Dhawan for a speech at their annual client meeting
- Georgia-Power brings in their entire forecast team once a quarter for a 1-hour meeting with Dr. Dhawan to talk about their upcoming forecast and discuss any needed changes
- Raymond James republishes the national forecast in their company newsletter