ECONOMIC
FORECASTING
CENTER

Georgia State University
J. Mack Robinson
COLLEGE of BUSINESS

Why should you become a sponsor ($10,000) 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 vie the following two activities/events:

Economic conferences (4 times a year at Georgia State) - 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 four 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 Forecast of the Nation, the Forecast of Georgia and Atlanta, copies of each speaker's presentation, a breakfast and a light lunch.

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 quarterly 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 publications and event invites (emails)
- Copies of the Center's Forecast of the Nation and Forecast of 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 (MARTA) asks for a 30-year sales tax forecast 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 $15,000 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: $10,000

Includes the following:

- Admission to conference in February, May, August, November for five (5) company employees and/or clients
- Admission to our Sponsor Seminar for 1-2 company executives
- Company name listed on the back of all publications for a year

Executive Sponsorship
Cost: $15,000 and above

Includes the following:

- Admission to conference in February, May, August, November for ten (10) company employees and/or clients
- Admission to our Sponsor Seminar for 2-3 company executives
- Company name listed on the back of all publications for a year
- 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
  - *MARTA* requires a 30-year tax revenue forecast
  - *Morgan Keegan* republishes the national forecast in their company newsletter