



Partnership Opportunities



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

Atlanta | Chicago | Detroit | Houston | New York | San Francisco | Washington DC

GACC Midwest

Founded in 1963 in Chicago, the German American Chamber of Commerce of the Midwest has been fostering German-American business relations for 60 years. To celebrate this landmark anniversary, we're proud to have a series of great networking events and promotional opportunities lined up in 2023 that recognize, honor and celebrate our anniversary and our network's achievements.

Partnering with GACC Midwest gives your company exposure in the German-American business community, where opportunities for international collaboration and innovation abound, while supporting our mission of fostering trade and investment between Germany and the United States.

Thank you for considering a partnership with us.



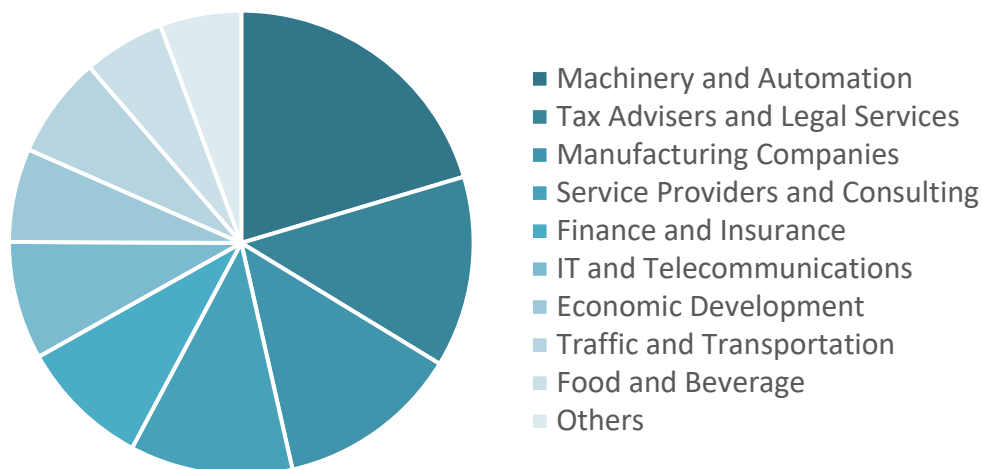
Mark Tomkins, President & CEO



Who We Serve

GACC Midwest offers experience, connections, and services to German and international companies. With 60 years of experience under our belt, we support the success of our member companies at every step in their journey. We serve the 13 states of the Midwest and Colorado, where the two biggest clusters of German subsidiaries in the US are located, in Chicago and Detroit. Advertising opportunities with GACC Midwest are available exclusively to members.

Our Network



Our Audience



68%

are decision-makers in upper management

62%

have both German and American customers

60%

companies are headquartered in the US

40%

companies are headquartered in Germany

Our Reach



10k+ Social media followers

5k+ Newsletter subscribers

165k+ Website views p.a.

60th

Anniversary

Key Events Overview



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2023 Events

GACC Connection Series

When: ~16 in-person networking events throughout 2023

Where: Various locations in IL, MI

Demographic: Professionals from small to medium-sized companies (SMEs)

Network. Inspire. Benefit. Our newly launched event series brings together GACC Midwest members and the German-American business community at various networking events throughout Illinois and Michigan. Your brand presence at each event exposes your company to the biggest German American business community in the US, with ~30 guests per event. Connect directly with your target audience at our networking events as a keynote speaker or join them in conversation over refreshments. From happy hours to business lunches, this connection series is open to all.

Success in the US Workshop Series

When: ~5-7 workshops throughout the year

Where: Online

Demographic: German SMEs entering or expanding in the US

Showcase your brand in front of German companies considering US market entry or expansion with our virtual workshop series. Participants learn about market entry challenges and strategy from subject matter experts and company representatives. The workshop series is the best platform for participants from German companies to generate dialogue, gain knowledge and ask specific questions to all speakers.

Sponsorship Flyer

Q1

GACC
Connection
Series

German
American
Business
Outlook

European
Networking
Event

Success in
the US
Workshop

GACC
Connection
Series

2023 Events

New Member Reception

When: Quarterly

Where: Online/In-Person

Demographic: New Members and National Partners

Get to know our new 2023 GACC Midwest members as well as our staff and our Board of Directors at our quarterly New Member Receptions. Learn how GACC Midwest supports companies in Germany and the US and help us welcome our new members to our German-American network. This is a premier platform for engaging our newest members and introduce your company to all attendees. Your logo will be displayed in all event marketing material.

Deutsch Amerikanischer Wirtschaftstag (DAWT) (German-American Business Forum)

When: June 15, 2023

Where: Frankfurt am Main, Germany

Demographic: German SMEs entering or expanding in US

The German American Chambers of Commerce (AHK USA), with the support of the IHKs, organize the German-American Business Forum. The event is aimed at German companies wishing to establish or expand their business in the US with a focus on consulting, discussions and workshops addressing practical issues for a variety of industries. This event takes your business from participant to recognized industry player.

Sponsorship Flyer

Q2

Midwest
SME Forum

Deutsch
Amerikanischer
Wirtschaftstag

Success in
the US
Workshop

GACC
Connection
Series

Members
Meet
Members

2023 Events

German American Apprenticeship Conference & GACC Award

When: November 2023

Where: Chicago, IL

Demographic: Manufacturing professionals and apprenticeship graduates, leaders and educators

At the annual German American Apprenticeship Conference, one company will be honored with the GACC Apprenticeship Award for their leadership and innovation in workforce development and excellence in implementing a German-style apprenticeship program in the US. The award honors their investment in education and the creation of valuable career pathways via apprenticeship.

'Twas the Night Before Christkindlmarket

When: November 2023

Where: Chicago, IL

Demographic: VIPs in German American Business and Chicago



The 'Twas the Night Before Christkindlmarket Preview Event allows a limited number of guests and VIPs to get an exclusive first look at the 2023 Christkindlmarket Chicago with an evening of traditional German food, drink, and entertainment. Promote your brand to consumers and network with C-level VIPs in the GACC Midwest and Christkindlmarket networks.

Q3/4

GACC
Connection
Series

German
American
Business
Awards

Success in
the US
Workshop

German American
Apprenticeship
Conference &
GACC Award

'Twas the Night
Before
Christkindlmarket



MIDWEST SME FORUM

Signature Events

Midwest SME Forum

Date: May 18, 2023

Location: Marriot Hotel, Schaumburg, IL

Demographics: ~100+ SME and C-Level Professionals

Our one-day Midwest Small & Medium Sized Enterprises (SME) Forum is designed to provide you with tools for success. Gain insight and connect directly with fellow SMEs and industry experts as they tackle the topics that matter most to your business.

This event also includes an exclusive closed-door C-Level roundtable. Sponsorship of this event gives you high impact exposure to transatlantic industry professionals from Germany, the US and all over the world. Take this opportunity to showcase your business as a recognized industry player to a large audience. A variety of different sponsorship opportunities make it easy to find the right fit for your company.

[Sponsorship Flyer](#)



MAY 2023



Signature Events

German American Business Awards 2023

When: October 13, 2023

Where: 167 Green (Fulton Market)

Demographics: ~200+ C-Level Professionals and VIPs

It's time to honor our national member network with the German American Business Awards and celebrate GACC Midwest for fostering 60 years of German-American business and trade in the US. This event showcases our network's accomplishments, transatlantic partnerships, and German-American innovation and progress throughout the year and the past decades. It will be a glamorous night with the presentation of five German American Business Awards, live music, a dinner reception, dancing and more.

[Sponsorship Flyer](#)

OCTOBER 2023



60th

Anniversary



Marketing Opportunities



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PUBLICATIONS & DIGITAL OPPORTUNITIES

GACC Midwest Report

Print & Digital

The *GACC Midwest Report* is our most significant publication of the year, showcasing the achievements and developments of the German-American business community in Germany and the US. This year, we will not only feature the successes of our network but explore GACC Midwest's history of fostering German business in the US over the past 60 years.



Distribution

- 1,000 printed copies (8-10 readers per copy), distributed to C-level executives via direct mail to all members, at events, and in personal meetings
- PDF download on the GACC Midwest website
- Featured in our newsletters and on social media

Publishing date

- October, 2023 (German American Business Awards)

Closing date for ad material

- August 1, 2023

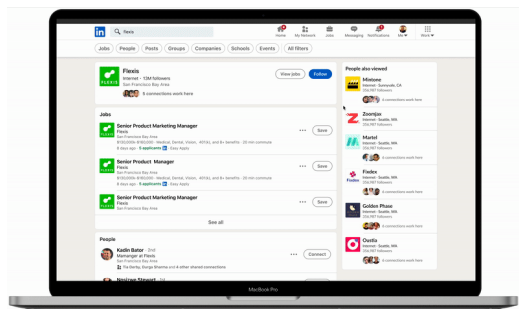


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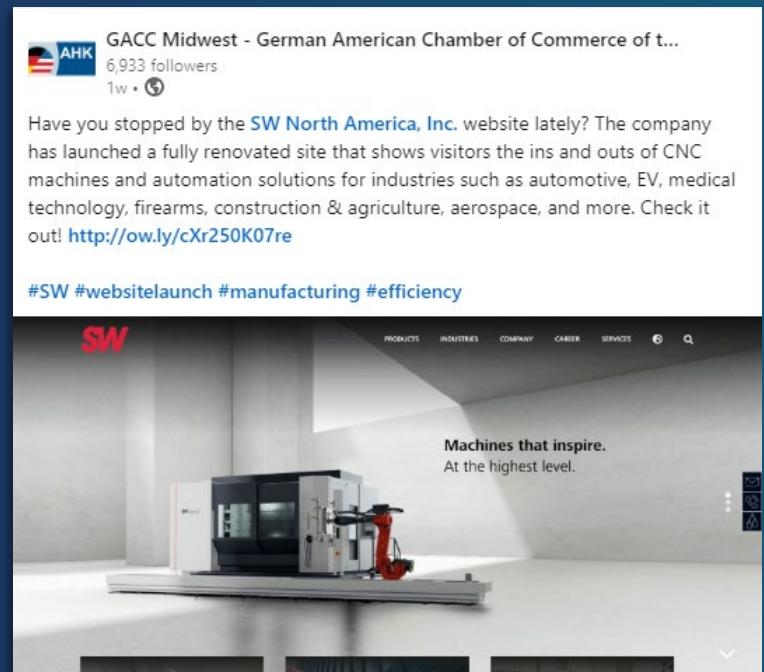
SOCIAL MEDIA LinkedIn Spotlights *Digital*

Share your latest product releases, services, events, white papers, and more to our 8,000+ social media followers in the US and Germany with a post on our LinkedIn channel.



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Benefits of social media cross advertising

- Reach German companies researching a variety of topics pertaining to transatlantic business
- Present your expertise and thought leadership to German companies in the US
- Use GACC Midwest social media as extended marketing channels

SPOTLIGHT

German American Trade *Digital*

What makes your company unique? Do you have expertise to share? What successes and challenges has your company faced? Be featured on our GACC blog with an article, white paper, interview and/or short video.



95k+ visitors

165k+ page views p.a.



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launching in 2023

BRAND PRESENCE

Executive Update

Digital

Our monthly Executive Update digital newsletter is read by the German-American business community in the US and Germany and features events, highlights, and the latest updates on transatlantic business and trade. Advertise your specific initiatives to an engaged, diverse audience of 5000+ subscribers



Benefits of advertising

- Generate exposure among key decision makers in both Germany and the US with your corporate logo and banner ad
- Place targeted banner ads to direct users to a customized landing page on your website



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BRAND PRESENCE

GACC Midwest Website Banner

Digital

Grow brand awareness with a website banner on the landing page of the GACC Midwest website, which links out to your company website, event or LinkedIn page.



95k+ visitors

165k+ page views p.a.



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Benefits of advertising

- Reach German companies that are in the process of expanding into the US market
- Connect your corporate logo / ad to German-American business
- Place targeted banner ads and direct users to a customized landing page on your website

GACC MIDWEST WEBSITE

Membership Directory

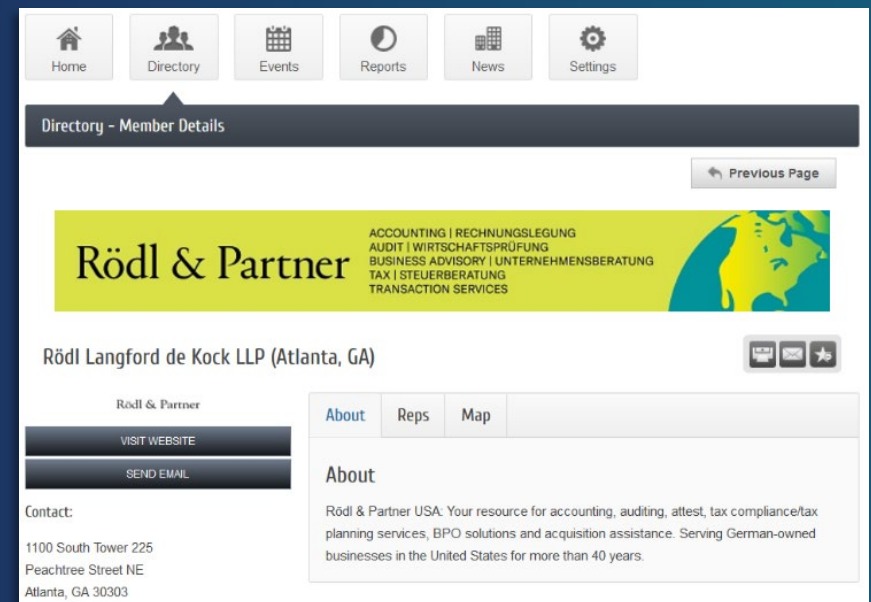
Digital

Distribution:

Key decision-makers in government and industry across the US and Germany use the Membership Directory throughout the year.

Format:

Online Premium Profile + Banner Ad
Publishing



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Workspace Branding



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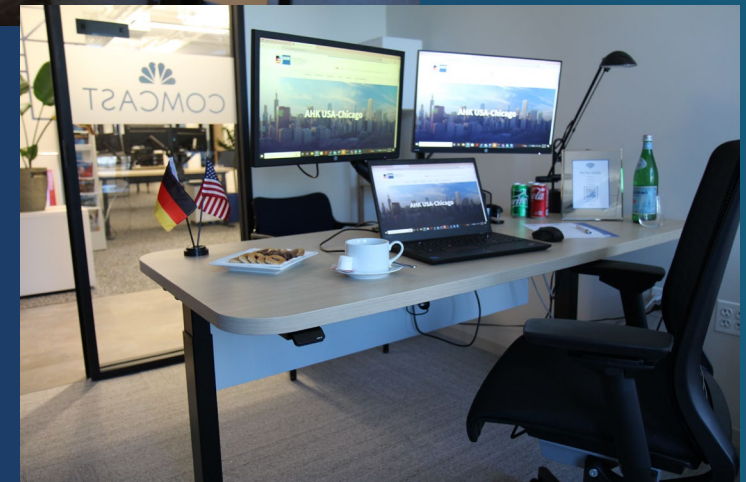
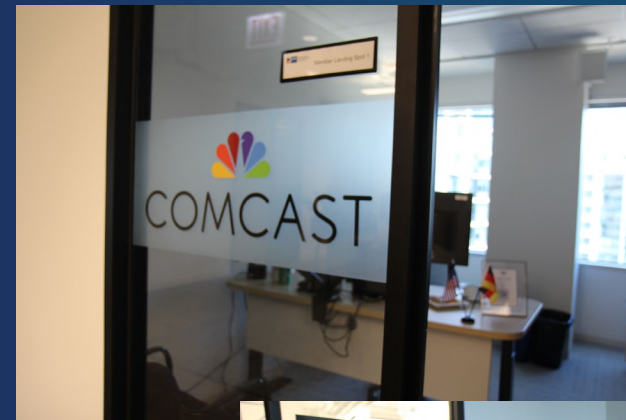
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BRAND PRESENCE

Workspace

GACC Midwest Chicago Office

Gain exclusive exposure as a Workspace Branding Partner! Showcase your company and its services to German companies entering the US market and our members across the Midwest. These workspaces are here for members and clients as a place to land between meetings in downtown Chicago. Become the official sponsor of a **member landing spot** or **virtual office** with your logo and materials.



- Branding on designated wall
- Merchandise in the office
- Logo on Member Landing Spot website



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Premium Packages



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Premium sponsorships include

Pick and choose your sponsorship package. Your 2023 sponsorship as a sustaining or platinum sponsor includes the following benefits:

	Sustaining Sponsor	Platinum Sponsor
	\$12,500	\$25,000
One social media post on our GACC Midwest LinkedIn channel (10k+ followers)	●	●
Sponsor recognition with logo on digital screens in reception area of our office	●	●
1 feature on the GAT Blog (launching 2023)	●	●
Premium Profile & banner in the national GACCs Membership Directory		●
Logo recognition in our newsletters (5k+) and GACC Midwest website		●
Exclusive recognition as Platinum Sponsor on all printed materials and event sponsorship signage and event programs		●
Platinum Sponsor recognition with logo on sponsor wall in reception area of our office		●

*Discounts are available for sponsors that sign for 3+ years.

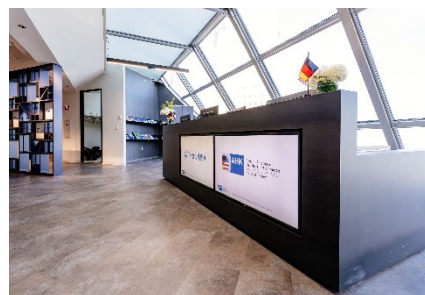
Premium Sponsor Logo Placement

1. Logo Wall (exclusive to Platinum Sponsors)

Display your logo in our Chicago Highrise office for all of our visitors to see. This is your opportunity to get noticed by German-American Business professionals, employees and our GACC Midwest Board and more! You'll be in good company, no matter the occasion.

2. Office Screens

There are new faces each week in our Chicago Highrise office, professionals and stake holders from US market and abroad glance to our screens as they're entering and exiting. Don't miss your chance for brand exposure.

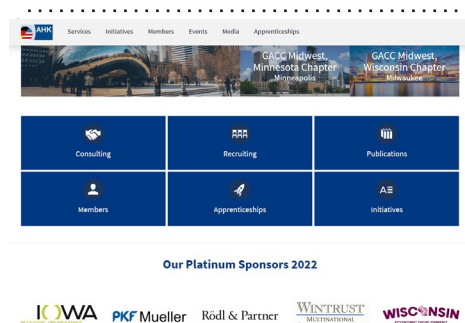


3. Newsletters and Website

Expand your network with frequent high-volume exposure through our regular newsletter mailings and landing pages on our website. Each visit to GACC page is a chance for your brand.

4. Print Media (exclusive to Platinum Sponsors)

Stay up to date on the latest business matters with our publications, available digitally on our website and distributed by mail and at our major events. Keep eyes on your brand imaging by contributing to upcoming Midwest Report, Industry 4.0 and more.



Partner with us

Contact us directly and celebrate our 60th Anniversary with us.



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**Partnership opportunities exclude Chapter materials and certain government-funded events. For customization and/or pricing inquiries on your individual sponsorship package, please contact us.

To ensure the integrity of our organization and for the benefit of our network, GACC Midwest reserves the right to suggest edits to all submitted materials, including advertisements, information, and event presentations. Final approval of submitted materials belongs to GACC Midwest.



GACC Midwest

German American Chamber of Commerce of the Midwest, Inc. - GACC Midwest
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