



TRANSATLANTIC PROGRAM



TAP Sponsorship Level: Presenting Sponsor

Single, largest corporate sponsor. Funds used for overall facilitation of program. The title sponsor will be given full exposure to the German American business community, universities, students & alumni.

- Business category exclusivity. No competitor in your field of business will be admitted as a sponsor.
- Privileged access to alumni & current participants' network, i.e. a preselected group of promising young professionals. Find highly motivated, internationally experienced and culturally sensitive new employees, mainly with backgrounds in business, economics, international relations and engineering.

| Benefit description | Amount in package |
|--|----------------------------------|
| Privileged use of GACCoM Career Services for TAP alumni recruiting | 12 months |
| Presentation of your company at annual alumni reunion | At TAP reunion of year sponsored |
| Option to participate in networking event at annual reunion | At TAP reunion of year sponsored |

- If applicable, you are welcome to place one or more promising TAP participants as interns in a German branch/subsidiary of your company in which case they will receive your company name as a title wherever they are listed, e.g. *the Daimler Scholar John Smith*. Through your scholars you will have facilitated access to their respective campus for recruiting related and informational activities.
- Of all TAP partners your logo/signage/ID will be either *exclusively* or *most prominently* displayed in the following media.

| Benefit description | Amount in package |
|--|---|
| ID in direct mailings announcing the 2010 TAP | Mailings reach 500+ colleges & universities nationwide |
| ID on back cover of TAP brochures | 300 printed per year Distributed to all TAP participants & their universities and companies, organizations & ministries in Germany |
| ID in TAP application packages | Distributed to university faculty members and all students interested in applying for the TAP at 500+ universities |
| ID in TAP newsletters | 4 newsletters/year circulation: 400 (No. of recipients increasing continuously) |
| TAP website at www.transatlanticprogram.org * <ul style="list-style-type: none"> • your ID on website • link to your website | ID & link placed for 12 months |
| GACCoM main website at www.gaccomm.org * <ul style="list-style-type: none"> • your ID prominently listed as single, presenting partner of TAP; exclusivity guaranteed • link to your website | ID & link placed for 12 months |
| GACCoM TAP website at http://www.gaccomm.org/en/career-services/transatlantic-program/index.html * <ul style="list-style-type: none"> • your ID presented as most prominent partner together with the 3 major TAP sponsors • link to your website | ID & link placed for 12 months |

* For all GACCoM related websites, including those listed above, the total count for April 2007-March 2008 was approx. 500,000 user sessions.



TAP Presenting Sponsor Level *continued*

- Sponsor prominently advertised throughout the TAP, at alumni events and also at selected events of the German American Chamber of Commerce of the Midwest (GACCoM).

| <i>Benefit description</i> | <i>Amount in package</i> |
|---|---|
| Most prominent display of ID on Partner Thank You Sign in conference room and Partner Mention during the initial TAP Immersion Seminar in Berlin, Midterm Seminar in Cologne & annual alumni reunion in Chicago | Immersion Seminar: 10 days Midterm Seminar: 3 days Alumni Reunion: 2 days |
| Most prominent display of ID on TAP Partner Presentation Sign at TAP information booths in the year sponsored | <ul style="list-style-type: none"> • at Merlin Awards Gala, GACCoM's annual black-tie event with 250-300 executives from the German American business community • at GACCoM's annual Economic Forum with 200+ executive level attendees |
| Advertisement of your company: <ul style="list-style-type: none"> • ad space on TAP website at www.transatlanticprogram.org • One full color page (inside cover) in TAP brochure • One full color page in German American Trade Magazine | Placed for 12 months In 300 per year Market value: \$3,650; reaches approx. 25,000 executive readers from the German American business community |

- Access to extensive network of the GACCoM:

| <i>Benefit description</i> | <i>Amount in package</i> |
|---|---|
| GACCoM membership. For an extensive list of benefits, please see the membership section on www.gaccomm.org | One year full corporate membership |
| ID in GACCoM newsletter "ChamberBrief" | Six times i.e. in every newsletter for one year Circulation: 1400 German American business professionals |
| Partner mention in article on TAP in "ChamberBrief" | Circulation: 1400 |
| Partner mention in article on TAP in German American Trade Magazine (GAT) | Once, reaching approx. 25,000 executive readers from the German American business community |

- Direct mailings with information about your company or advertisement

| <i>Benefit description</i> | <i>Amount in package</i> |
|---|---|
| Direct mailing via our TAP alumni & participants' network | Two mailings, circulation: 150 (No. of recipients increasing continuously) |

- Support for cross-promotional activities with other TAP partners, e.g. via sponsor networking meetings and sharing of ideas.
Major benefits: Exposure through new channels, sharing of promotional costs, positive effect of association with well-regarded, like-minded partners.
- Distribution of your company's promotional material among TAP participants and alumni per agreement.
- Customized sponsor promotion and exposure available according to your preferences.
- Your company will be able to shape the program extensively. We will accommodate your wishes in the application and selection process, e.g. we can shift the program focus to best suit your recruiting related interests & prerequisites, thus training and educating ideal candidates for future employment.

ANNUAL GRAND TOTAL FOR PRESENTING PARTNER PACKAGE: \$50,000.

Accounts for all benefits listed above, including availability of customization.
Basis for prospective partners to determine whether the opportunity meets their specific objectives.
