

INTRODUCING THE AAEDC ANNUAL PARTNERSHIP PROGRAM

The Anne Arundel Economic Development Corporation (AAEDC) is proud to launch the 2026 Annual Partnership Program, a five-tier framework designed to deepen collaboration with organizations committed to supporting economic growth, innovation, and community impact in Anne Arundel County.

This year's program includes five investment levels, each offering a customized blend of visibility, event access, engagement opportunities, and strategic exposure. With signature events such as the Arundel Biz Expo on January 28, 2026, Inclusive Ventures Program networking events, and A Taste of Arundel Grown, partners have year-round access to engage with the county's business community and leadership through their partnership with AAEDC.

Partnerships activate immediately and are accepted on a rolling basis throughout the year. Whether your organization is looking to expand visibility, elevate leadership, or strengthen connections across the county, AAEDC offers a tier designed to match your goals.



We foster diverse economic growth by empowering businesses, expanding employment opportunities, and revitalizing communities. As the go-to partner, we connect businesses in Anne Arundel County with the key resources to thrive.

MISSION



Connectivity
Responsiveness
Creativity
Excellence

VALUES



To be a leading and innovative economic development organization that cultivates a vibrant business community and drives revitalization in Anne Arundel County.

VISION

**TO SECURE A SPONSORSHIP OR FOR MORE INFORMATION,
PLEASE CONTACT: VICTORIA ZELEFSKY AT [VZELEFSKY@AAEDC.ORG](mailto:vzelefsky@aaedc.org)**

2026 ANNUAL PARTNERSHIP LEVELS

January - December

DIAMOND PARTNER

\$25,000 (limit one)

Premium visibility + strategic access + elevated leadership platform

- **Website Placement:** Prominent logo and website URL featured on AAEDC partner page of website with link to company website.
- **Marketing Exposure:** Prominent logo placement and recognition in monthly newsletters and on select social media campaigns.
- **Partner Spotlight:** Spotlight feature in two newsletters (sent monthly, dates based on availability) and two social media posts (dates TBD).
- **Event Access and Tickets:** 8 tickets to all AAEDC held events including
 - Arundel Grown – Ag Annual Signature Event in the Summer
 - Inclusive Ventures Program Networking Events – Quarterly
 - Arundel Biz Expo – January
- **Exclusive Speaking Opportunities & IVP Graduation Access:** Featured speaking opportunity at the annual business expo and opportunity to address cohort graduates at each IVP graduation.
- **Prominent Exhibitor Table:** Prominent exhibitor table at the annual business expo.
- **Special Event Access:** 2 tickets to events sponsored by AAEDC* including
 - Maryland Million – horse racing event in the fall at Laurel Park
 - Military Bowl – post-season NCAA-sanctioned DI college football bowl game in the winter at Navy-Marine Corps Memorial Stadium
- **Impact Report:** Early access to an annual impact report with all key data and insights from the corporation over the year.

**tickets offered as available*

PLATINUM PARTNER

\$15,000

High-impact visibility + thought leadership placement

- **Website Placement:** Featured on AAEDC partner page of website with link to company website.
- **Marketing Exposure:** Logo placement and recognition in monthly newsletters and on select social media campaigns.
- **Partner Spotlight:** Spotlight feature in two newsletters (sent monthly, dates based on availability).
- **Event Access and Tickets:** 6 tickets to all AAEDC held events including
 - Arundel Grown – Ag Annual Signature Event in the Summer
 - Inclusive Ventures Program Networking Events – Quarterly
 - Arundel Biz Expo – January
- **Speaking Opportunity & IVP Graduation Access:** Speaking opportunity at annual business expo and opportunity to address cohort graduates at each IVP graduation.
- **Exhibitor Table:** Prominent exhibitor table at the annual business expo.
- **Impact Report:** Early access to an annual impact report with all key data and insights from the corporation over the year.

GOLD PARTNER

\$10,000

Exhibitor benefits + expanded visibility

- **Website Placement:** Featured on AAEDC partner page of website with link to company website.
- **Marketing Exposure:** Logo placement and recognition in monthly newsletters and on select social media campaigns.
- **Partner Spotlight:** Spotlight feature in one newsletter (sent monthly, date based on availability).
- **Event Access and Tickets:** 4 tickets to all AAEDC held events including
 - Arundel Grown – Ag Annual Signature Event in the Summer
 - Inclusive Ventures Program Networking Events – Quarterly
 - Arundel Biz Expo – January
- **Exhibitor Table:** Exhibitor table at the annual business expo.
- **Impact Report:** Early access to an annual impact report with all key data and insights from the corporation over the year.

SILVER PARTNER

\$5,000

Visibility + year-round access to AAEDC programming

- **Website Placement:** Featured on AAEDC partner page of website with link to company website.
- **Marketing Exposure:** Small logo placement and recognition in monthly newsletters and on select social media campaigns.
- **Event Access and Tickets:** 2 tickets to all AAEDC held events including
 - Arundel Grown – Ag Annual Signature Event in the Summer
 - Inclusive Ventures Program Networking Events – Quarterly
 - Arundel Biz Expo – January
- **Impact Report:** Early access to an annual impact report with all key data and insights from the corporation over the year.

BRONZE PARTNER

\$2,500

Entry-level visibility and support

- **Website Placement:** Mention on AAEDC partner page of website with link to company website.
- **Marketing Exposure:** Small logo placement and recognition in monthly newsletters and on select social media campaigns.
- **Annual Business Expo Access and Tickets:** 2 tickets to Arundel Biz Expo in January
- **Impact Report:** Early access to an annual impact report with all key data and insights from the corporation over the year.

FY25 MARKETING REACH & EXPOSURE



Web Traffic

97,000+

page views

36,800+

new users



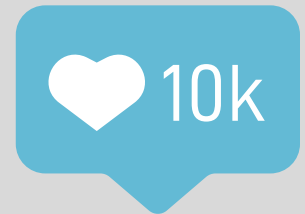
Email Marketing

11,700+

subscribers

49.23%

average open rate
on monthly newsletter



Social Media Reach & Engagement

13,311

followers across
4 platforms

1,282,486

total impressions

19,046

total engagements



8-week program for small,
minority-owned, woman-owned,
and Veteran-owned businesses
in Anne Arundel County

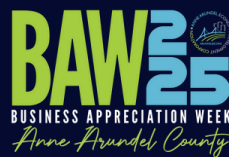
184 Graduates

(since 2021)

176 Email marketing
subscribers

152 Facebook group
members

EVENTS



Business Appreciation Week

160+ business visit requests

76 business visits conducted over 5 days

50+ ambassadors from across County departments



Arundel Grown (Arundel Ag signature annual event)

225+ business owners and residents attended (**sold out**)

19 business sponsors

20+ local producers featured