



CORPORATE PROGRAM

For more information about the corporate program, please contact
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A MESSAGE FROM THE PRESIDENT & CEO

Dear Friends,

The Atlantic Council's corporate program provides unique benefits for companies throughout the world —representing sectors that range from energy to technology and from consumer goods and global financial services to defense.

Companies engage with us through far-reaching strategic partnerships, event sponsorship, and active participation in the ten programs and centers of the Atlantic Council. The list on page 3 of this brochure illustrates just how rich and diverse our work has become through programs that cover issues including international security and defense, energy and environment, global business and economics, young leaders' development, and regional programs that span the globe.

The Atlantic Council works with our partners to improve the state of the transatlantic community and the world. What distinguishes the Atlantic Council is the individual attention we provide our partners and the effort we put into finding areas of common interest and customizing programs to fit their varied needs.

Our partners, members, and sponsors, including more than 100 global companies, value the Atlantic Council's remarkable convening power, our ability to contribute to their thought leadership on crucial issues, and our flexibility and rapid response. They gain from networking opportunities with top global decision-makers, from workshops focused on critical issues, and ongoing access to our impressive stable of in-house experts.

For more than fifty years, the Atlantic Council has been a nonpartisan institution devoted to promoting transatlantic and global security and prosperity. As such, we believe that it is imperative that business, government, and civil society work together more effectively to develop innovative solutions to global challenges. Our mission has seldom been so relevant.

If you are new to the Atlantic Council, please look over this brochure and join our good work.

If you are an existing corporate partner, thank you for your support. Let us know how we can build an even more meaningful partnership.



A handwritten signature in black ink that reads "Fred Kempe". The signature is written in a cursive, flowing style.

Frederick Kempe
President & CEO

ABOUT THE ATLANTIC COUNCIL

Since its founding in 1961-1962, the Atlantic Council has been a preeminent, nonpartisan institution devoted to promoting transatlantic cooperation and international security. In its early years, distinguished American foreign policy leaders—including Dean Acheson, Dean Rusk, Christian Herter, and Lucius Clay—developed an ambitious agenda to engage Americans with their European partners on matters of global concern. The Council is now harnessing that history of transatlantic leadership and applying its founders’ vision to a broad spectrum of modern global challenges, from violent extremism to financial instability to NATO’s future to energy security. As we face an inflection point in history, the Council provides an essential forum for navigating dramatic shifts in economic and political influence. The interplay of the Council’s ten programs and centers, organized both functionally and regionally, allows companies to draw on the expertise needed to explore and tackle today’s unique set of global challenges.

“I think the Council is ideally positioned to bring partners together and to make sure that people, in a neutral environment, can actually exchange views and share the analysis of a situation. The Council has been doing this for the last fifty years and should continue doing so, and I think its role is critical at the moment.”

Christine Lagarde
Managing Director
International Monetary Fund
2011 Global Citizen Awards Dinner

“Advancing the lot of humanity is going to continue to depend upon, in my view, the solidarity of the Atlantic community. It’s going to fall to future generations and to organizations like the Atlantic Council to sustain this partnership.”

Vice President Joseph Biden
2011 Annual Awards Dinner

ABOUT THE ATLANTIC COUNCIL

FUNCTIONAL PROGRAMS

BRENT SCOWCROFT CENTER ON INTERNATIONAL SECURITY

Assesses emerging transatlantic and other global security issues, including NATO transformation, cyber statecraft, strategic foresight, US-China relations and Asia security, Middle East security, missile defense and deterrence, and defense industry trends.

ENERGY & ENVIRONMENT PROGRAM

Assesses and encourages transatlantic and East-West cooperation on major global issues impacting the availability, accessibility, affordability, and sustainability of energy and water.

GLOBAL BUSINESS & ECONOMICS PROGRAM

Convenes public and private sector leaders from the United States and Europe to exchange ideas and design solutions to pressing global economic and financial challenges, and to advance prosperity and innovation.

TRANSATLANTIC RELATIONS PROGRAM

Works to foster consensus, cooperation, and leadership in the transatlantic arena and to boost understanding of the evolution of Europe, with a particular focus on the European Union and crucial states, and political and societal issues.

YOUNG ATLANTICIST PROGRAM

Brings together today's top policymakers and tomorrow's leaders for in-depth and open discussions, both in person and through social media.

REGIONAL CENTERS

ADRIENNE ARSHT LATIN AMERICA CENTER

Promotes a stronger partnership between Latin America, the United States, and Europe based on a shared foundation in transatlantic values and common strategic interests, and engages its robust network of political, business, and NGO entrepreneurs to develop ideas for policy and business leaders seeking innovative solutions to regional and global challenges.

DINU PATRICIU EURASIA CENTER

Promotes transatlantic engagement in the countries around the Black Sea, in the Caucasus, and in Central Asia, particularly focusing on regional political and security issues, economic cooperation and integration, and energy diversity of supply and demand among Caspian producers and European and international markets.

MICHAEL S. ANSARI AFRICA CENTER

Works to transform US and European policy approaches to Africa by building strong geopolitical partnerships with African states to enhance security and strengthen economic growth and prosperity on the continent.

RAFIK HARIRI CENTER FOR THE MIDDLE EAST

Examines the forces transforming the Middle East and develops policy recommendations for the United States and Europe about how to support reform in the region.

SOUTH ASIA CENTER

Provides a forum for countries in greater South Asia to engage with one another on sustainable stability and economic growth in our quest to "wage peace" in the region, and to develop links and better understanding between them and members of the Atlantic community.

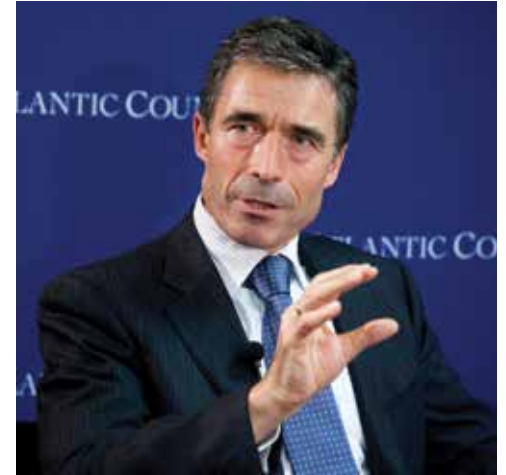
THE CONVENING POWER OF THE ATLANTIC COUNCIL



General Colin L. Powell, USA (Ret.)
Former US Secretary of State



Christine Lagarde
Managing Director
International Monetary Fund



Anders Fogh Rasmussen
Secretary General
NATO



Hillary Rodham Clinton
Former US Secretary of State



Timothy Geithner
Former US Secretary of the Treasury



Susan E. Rice
US Ambassador to the United Nations



Admiral Michael G. Mullen, USN (Ret.)
Former Chairman of the
Joint Chiefs of Staff



Dr. Steven Chu
US Secretary of Energy



Leon E. Panetta
Former US Secretary of Defense

THE ATLANTIC COUNCIL ADVANTAGE

“We have been tested. We must reform. But as we reform, let us protect and serve the economic interests of our citizens and our credibility as leaders in an increasingly complex world. The founding principles of the Atlantic Alliance can still be our guide now perhaps more than ever.”

Josef Ackermann
Chairman
Zurich Insurance Group Ltd

The Atlantic Council’s corporate program engages the private sector as a crucial partner in its mission to renew the Atlantic community for global challenges. Through substantive partnerships, corporate membership, and event sponsorship, it brings companies and the Council together by offering the following:

PRIORITY ACCESS TO GLOBAL DECISION-MAKERS

Companies enjoy priority access to the Council’s hundreds of public and private events, meetings, conference calls, and working dinners with world leaders and key decision-makers held in the United States and abroad. These networking opportunities allow them to meet and gain insights from top leaders in government, business, the military, and academia.

THOUGHT LEADERSHIP

The Council knows that business leaders depend on well-informed and timely analysis. Companies are invited to contribute to Council research, participate in Council task forces and strategy sessions, co-establish an event series, partner with the Council to publish reports and issue briefs, and explore their areas of interest.

REPUTATION AND IMPACT

In five decades, the Council has built a strong reputation and community of influence, earning it respect and high praise from global leaders. This unique position allows companies to increase their visibility and presence in Washington, DC, and key global capitals.

CORPORATE PARTNERSHIPS

Event Opportunities

The Atlantic Council works with our partners in business, government, academia, and the military to help build consensus on critical global issues by leading well-balanced discussions and developing innovative solutions to meet global challenges. Companies have the opportunity to collaborate with the Council in substantive areas of mutual interest through the development of events and publications. Examples of opportunities for collaboration are listed below.

SPEAKER SERIES

Remarks by a prominent government, military, or business leader followed by a moderated conversation with the audience.

CONFERENCE

Half day, full day, or several days of meeting sessions covering different issues, often followed by a networking/closing reception.

FORUM

A panel discussion of top leaders and experts who provide their views on and insights into a specific topic.

CONFERENCE CALL

A multiparty call led by a moderator and speaker who provide insights into a particular issue, region, or event, allowing callers located in different parts of the world to engage and ask questions.

ROUNDTABLE

A moderator- and speaker-led discussion on a specific topic around a conference table, encouraging all participants to actively engage.

PRIVATE WORKING MEAL

Small, intimate gatherings over lunch or dinner of high-level leaders to engage in off-the-record discussions with a featured guest or speaker.

STRATEGY SESSION

A gathering of outside experts to offer off-the-record strategic advice on a particular policy issue or set of issues. All participants follow a set agenda and spend most of the session engaged in open, moderated discussion.

“I call it the golden triangle: the golden triangle of business, of government, and of civil society. And we need more of it every single day as the world gets more complex, and as things also connect faster around the world. Partnership, actually, for a better future.”

Muhtar Kent
Chairman and CEO
The Coca-Cola Company

CORPORATE PARTNERSHIPS

Event Opportunities

“The way forward is Private Sector Diplomacy, in which business shares the stage with government and NGOs to find solutions. The Atlantic Council recognizes this need for collaboration and has been instrumental in bringing groups together to build consensus on critical global issues.”

Richard Edelman
President and CEO
Edelman

TRANSITION SEMINAR

A small group of senior experts and former policymakers come together to provide advice and counsel to an official transitioning into a new position. These off-the-record sessions follow a discrete agenda that addresses a particular set of issues likely to be challenging for the official.

WORKSHOP/SEMINAR

A meeting or series of meetings that brings together a limited number of participants to produce a concrete outcome or deliverable through discussion and the exchange of ideas.

WORKING GROUP/TASK FORCE

A group of interdisciplinary experts assemble for a set period of time to research and analyze a specific issue in order to develop standards and solutions, usually resulting in a final report.

BRIEFING

A briefing of senior government, congressional, or business officials by Council experts on a particular issue of expertise or the findings of their research.

COUNCIL-SPONSORED TRIP

A trip abroad for high-level Council members with experts to deepen their understanding and knowledge of topics relating to their substantive focus.

CORPORATE SPOTLIGHT

Deutsche Bank

Mapping the Economic and Financial Future

Since March 2009, the Council and Deutsche Bank have partnered in hosting a speakers' forum entitled "Mapping the Economic and Financial Future," which helps build the intellectual foundation for understanding the recent global financial and economic crisis and drive the debate on how the global economy can return to growth. For the past several years, the speaker series has featured top minds from business, government, and global financial institutions, including Christine Lagarde, managing director of the International Monetary Fund; Robert Zoellick, former World Bank president; and Christopher Dodd, former Senate Banking Committee chairman. In June 2011, the Council produced a report summarizing two years' worth of rich and deep discussions from the speaker series, focusing on the causes of the crisis, its effects, and possible solutions.



General James L. Jones USMC (Ret.)
Former US National Security Advisor

2009 National Security Series
(in partnership with BAE Systems)



Air Chief Marshal Sir Stephen Dalton
Chief of the Air Staff
Royal Air Force

2011 Commanders Series
(in partnership with Saab AB)



Kathleen Sebelius
US Secretary of Health and Human Services

2011 Bending the Cost Curve Conference
(in partnership with PwC)

CORPORATE SPOTLIGHT

Nestlé SA

Creating Shared Value Forum 2011

The Council partnered with Nestlé to co-host Nestlé’s third annual Creating Shared Value Forum in Washington, DC, on May 19, 2011. This day-long forum addressed the crucial role that business can and must play in global economic development, especially in the areas of food, water, and rural development. Global business leaders and top government officials offered fresh thinking on how businesses can create shared value for the communities in which they work and for shareholders. The Forum featured numerous high-level panelists, including Peter Brabeck-Letmathe, chairman of Nestlé; Luis Alberto Moreno, president of the Inter-American Development Bank; and Ernesto Zedillo, former president of Mexico and director of the Center for the Study of Globalization at Yale University.



Thomas H. Glocer, *former CEO*, Thomson Reuters and
Senator Mark R. Warner

2010 Report Launch of “The Danger of Divergence”
(in partnership with Thomson Reuters)



Peter Brabeck-Letmathe
Chairman, Nestlé SA

Creating Shared Value Forum 2011
(in partnership with Nestlé SA)

CORPORATE PARTNERSHIPS

Co-branded Publications

The Atlantic Council produces publications that help to position it as a thought leader and inform top decision-makers in government, business, the military, and academia. Companies have the opportunity to co-brand these publications and contribute their thoughts and analysis.

ISSUE BRIEF

A succinct document analyzing a specific, relevant topic with an emphasis on recommendations for policymakers (3,500 words or fewer).

REPORT

An analysis of focused content for a specific audience, often pinpointing lessons learned and drawing salient conclusions (more than 3,500 words).

SPECIAL PUBLICATION

An illustrated publication tailored to a specific purpose or event, often highlighting outcomes of a conference or speaker series.

While the Council welcomes input from corporate partners, it retains full control over all aspects of its activities and is the final authority over its intellectual content.

CORPORATE SPOTLIGHT

Thomson Reuters *Global Financial Reform*

Thomson Reuters and the Council have worked in close partnership in the wake of the global financial crisis to spotlight the importance of transatlantic cooperation in rewriting the rules for global finance. Our joint projects combine Thomson Reuters' world-class analytics with the Council's global influence to define the dangers that diverging rules pose for the global financial architecture and to engage US and EU lawmakers, regulators, and industry experts on these issues.

CORPORATE SPOTLIGHT

PwC *Healthcare and Workforce Development*

PwC and the Council partner in areas at the core of PwC's business strategy and the Council's policy agenda. First, we work to engage the healthcare industry and government policymakers on strategies to reduce costs, while improving care. Second, we are working with business, academia, and the private sector to build a 21st century workforce. Both these efforts aim to enhance economic competitiveness and address the pressing challenges of fiscal sustainability and unemployment.

MEMBER ACCESS



Aung San Suu Kyi, *Burmese Politician*
2012 Global Citizen Awards



Hillary Rodham Clinton, *Former US Secretary of State*,
and Henry Kissinger, *Former US Secretary of State*
2013 Distinguished Leadership Awards



Ali Babacan, *Deputy Prime Minister, Republic of Turkey*
2012 Energy & Economic Summit



Maciej Witucki, *President and CEO, Polish Telecom*
2012 Wrocław Global Forum



Ambassador Dirk Brengelmann, *NATO Assistant Secretary
General for Political Affairs and Security Policy*
2012 Members' Roundtable Series

CORPORATE MEMBERSHIP

The Atlantic Council's corporate membership serves as a gateway program that allows companies to participate in our activities throughout the year. These relationships simultaneously provide opportunities for public-private sector engagement, while giving companies timely information and access to thought leaders.

Membership Levels and Benefits	Global Leadership Circle \$100,000+	Chairman's Circle \$50,000	President's Circle \$25,000
Acknowledgment of corporate support on the Council's website and collateral materials	✓	✓	✓
Invitations to the Council's hundreds of public and private events, meetings, roundtables, and conference calls with top US and foreign leaders based on company interests	✓	✓	✓
Council individual memberships (<i>total</i>) for senior executives*. Benefits include: <ul style="list-style-type: none"> • Invitations to periodic members' conference calls and roundtables, which convene top policymakers, business leaders, and journalists for firsthand insights into current affairs • Electronic copies of Council publications (<i>upon request</i>) • President & CEO's monthly update on Council activities 	✓ (4)	✓ (3)	✓ (2)
Complimentary tickets [^] (<i>total</i>) allocated across any of the following events: <ul style="list-style-type: none"> • Distinguished Leadership Awards - Washington, DC • Global Citizen Awards - New York, NY • Energy & Economic Summit - Istanbul, Turkey (<i>Subject to availability; travel fees may apply</i>)	✓ (4)	✓ (2)	✓ (1)
Briefing (<i>total</i>) on an issue, region, or event by Council experts at a company function (<i>upon request</i>)	✓ (3)	✓ (2)	
Company logo with hyperlink on corporate page of the Council's website	✓		
A special invitation for the CEO or designate to the Council's Annual Board Dinner in Washington, DC, which features off-the-record remarks by a high-level administration official <i>(Past speakers have included US Director of National Intelligence James Clapper, then-White House Chief of Staff William Daley, and then-CIA Director Leon Panetta)</i>	✓		
Opportunity to customize your benefits package in collaboration with the Council <i>(see Corporate Partnerships and Sponsorship)</i>	✓		

* An individual member serves as a company's representative and is directly involved with the Council's activities and network. We ask that a company selects an individual who would most benefit from and contribute to the membership program.

[^] Complimentary tickets are valid for one year and may not be applied to an event that a company is already sponsoring.

CORPORATE SPONSORSHIP

The Atlantic Council hosts its annual flagship events in the United States and abroad. Companies can sponsor these global events and enjoy benefits that offer marketing and networking opportunities.

SPRING

DISTINGUISHED LEADERSHIP AWARDS • WASHINGTON, DC

Recognizes outstanding individuals who exhibit distinguished leadership in the four pillars of the transatlantic relationship: policy, business, the military, and the arts.

ANNUAL BRONISŁAW GEREMEK LECTURE • WASHINGTON, DC

Celebrates Professor Geremek, legendary leader of the Solidarity movement and former Polish Minister of Foreign Affairs, and his historic legacy of inspiring and executing democratic change.

SUMMER

WROCLAW GLOBAL FORUM • WROCLAW, POLAND

Convenes important US and European decision-makers and business leaders to discuss Central Europe's role as a critical partner in US efforts to strengthen political, economic, and security ties across the Atlantic.

ANNUAL FREEDOM AWARDS DINNER • WROCLAW, POLAND

Celebrates individuals who have made a defining contribution to the struggle for freedom.

FALL

GLOBAL CITIZEN AWARDS • NEW YORK, NY

Highlights the exceptional achievements of prominent global citizens.

ENERGY & ECONOMIC SUMMIT • ISTANBUL, TURKEY

Convenes business and policy leaders to discuss Eurasia's leading economic and energy challenges in the broader Black Sea-Caspian region and to develop practical policy solutions.

In addition to these flagship events, companies may be presented with other opportunities for sponsorship as the Council hosts nearly 300 events annually in the United States and abroad.



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AtlanticCouncil.org