

# SUPPORTING THE GERMAN-AMERICAN RELATIONSHIP IN A NEW ERA



American Institute for  
Contemporary German Studies  
JOHNS HOPKINS UNIVERSITY





# ABOUT AICGS

Founded in 1983, the American Institute for Contemporary German Studies (AICGS) in Washington, DC, is the only think tank focused exclusively on the most pressing issues at stake for Germany and the United States.

The Institute possesses **in-depth policy and academic expertise** and an **extensive network** on both sides of the Atlantic and collaborates with policymakers, corporate leaders, and scholars to deliver in-depth, **actionable analysis** and fresh ideas that help anticipate trends, manage risk, and shape policy choices.

Germany stands at the center of Europe, is the most influential member of the European Union, and is a key partner of the U.S. in its most important international relationships: in transatlantic trade, within the NATO security alliance, and beyond. As two of the world's leading trading nations, the United States and Germany share a deep and abiding interest in the health of the world economy. There is no other country with which the U.S. shares a stronger combination of interests and values.

AICGS seeks to improve the capacity of the United States and Germany to solve international problems and promote prosperity together.

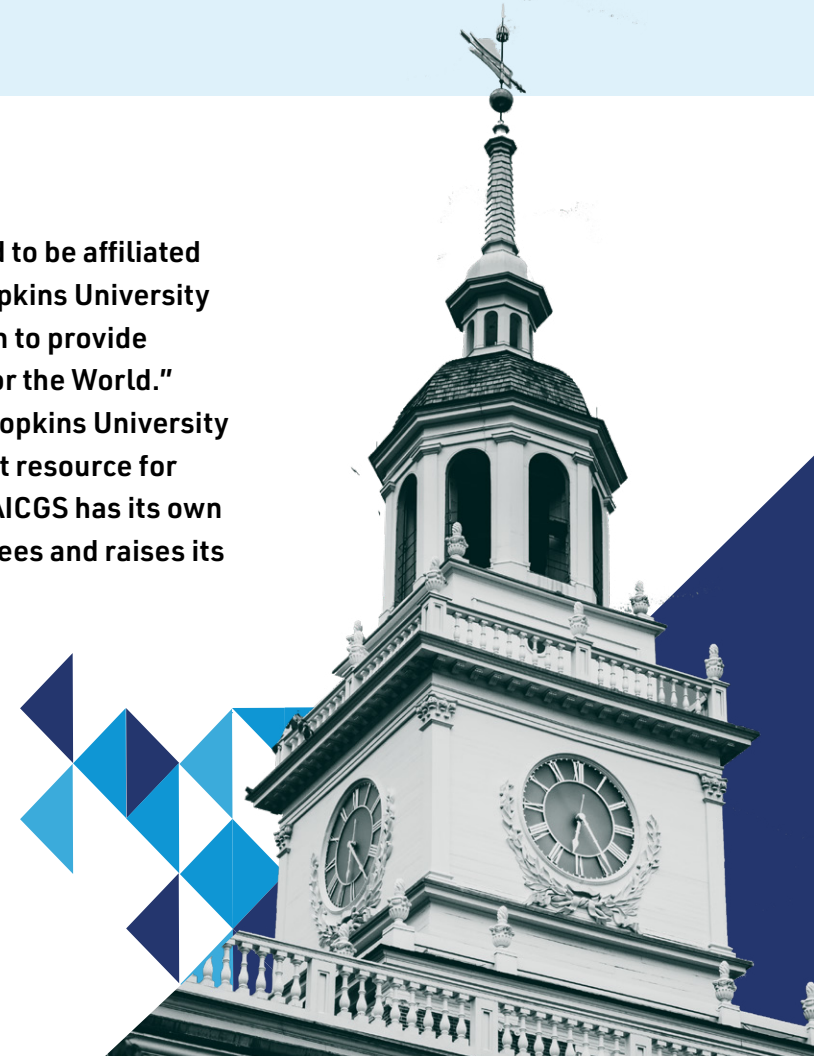
## AICGS MISSION

AICGS is a center for policy research and scholarship dedicated to the most important political, economic, and security issues confronting Germany and the United States in the global arena. AICGS anticipates challenges, proposes solutions, and bolsters the German-American partnership.

## JOIN US

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AICGS is proud to be affiliated with Johns Hopkins University and its mission to provide "Knowledge for the World." While Johns Hopkins University is an important resource for the Institute, AICGS has its own Board of Trustees and raises its own funds.





# WHY SUPPORT AICGS?

**AICGS is unique—focused on the German-American relationship, both at the bilateral level and within a broader global context. Our work addresses today's top economic, foreign, security, social, and political issues.**

Investing in AICGS shows your commitment to the German-American partnership, sustains the critical research of the Institute, and involves you in important policy issues affecting the political, business, and academic spheres. Join the community of prestigious organizations that make our work possible. Recent sponsors include:

- Allianz
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- GE Aviation
- INA-Holding Schaeffler GmbH & Co. KG
- JP Morgan
- KPMG
- Linde plc
- Morgan Stanley
- Roland Berger Stiftung


**As a non-profit, non-partisan 501 (c) (3) organization, AICGS relies on your generosity.**



AICGS Trustees Dr. Jill McGovern (L), Fred Reinke (second from right), and Chairman Martin Richenhagen (R) with former President of the World Bank and former U.S. Trade Representative Robert Zoellick at AICGS

## OUR AGENDA

**Our programs focus on the issues that most affect the United States and Germany: trade and investment, how new technologies are changing our economic relationship, German-American defense ties and the NATO alliance, political trends, common approaches to the challenges surrounding China, the impact of migration and integration on politics and the economy, and issues of Holocaust remembrance and reconciliation.**



**"AICGS commits itself to the great challenges of our time, to solutions that are in line with our shared values and serve our common interest."**

ANGELA MERKEL



HOPKINS

*Angela Merkel, Chancellor of Germany, 2005–2021,  
receiving an honorary doctorate from Johns Hopkins  
University on July 15, 2021*

# HOW TO SUPPORT AICGS AND THE GERMAN-AMERICAN RELATIONSHIP



Investing in a program—Foreign & Security Policy; Geoeconomics; Society, Culture & Politics—ensures the continuation of our ongoing research activities.



Underwriting a project, publication, or event in Germany or the United States allows AICGS to sustain its critical work and undertake new initiatives.



Sponsoring the weekly newsletter, The Advisor, or the AICGS podcast, The Zeitgeist, enables our work to reach a wide audience.

*AICGS President Jeff Rathke (C) at the Munich Security Conference.*



## INDIVIDUAL SPONSORSHIP

The generosity of individual donors **is vital to the Institute's success**. Recent initiatives made possible by our donors include **an exclusive event series** featuring high-level policymakers, **a diversity-focused young leaders exchange program** and conference on migration, and a focus on new media. Please reach out to us and we can discuss your giving options.

## CORPORATE SPONSORSHIP

Business leaders rely on the Institute's objective and expert analysis as they adapt to an ever-changing world. AICGS enjoys a reputation for **high-quality, reliable information** and **valuable networking opportunities** in the German-American corporate environment. The premier event attended by many of our corporate sponsors is the annual **Global Leadership Award Dinner** in New York City, and the Institute's location in Washington, DC, offers supporters a connection to the heart of government and the U.S. policy community.

Companies and individuals based in Germany can make a contribution to the **Förderkreis des American Institute for Contemporary German Studies e.V.** and support the work of AICGS with a donation that may be tax-deductible in Germany.

## CONTACT

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# PROGRAM SUPPORT

Investing in the Institute's programs magnifies our impact: fostering the next generation of transatlantic leaders, giving a platform to prominent and emerging scholars, and connecting leaders in government, business, and academia to set the transatlantic course. You or your organization will make crucial dialogues in the transatlantic space possible. We welcome your support at all levels.

## Benefits include:

### BRAND VISIBILITY

- Logos on the program page, on the program's posts on the AICGS website, on event invitations, and on printed materials for in-person events.
- Listed as an AICGS sponsor online and at the Global Leadership Award Dinner.
- Mention of individual/organization and their support in related publications.

### EXCLUSIVITY

- Invitations to program events in the U.S. and Germany, virtual and in-person.
- Opportunities for invitations to private discussions with high-level speakers; reserved front-row seating at key events.

## GEOECONOMICS PROGRAM

This program helps shape German-American and broader transatlantic strategies for a **more prosperous, fair, and resilient global economy**. It is focused on reimagining a common agenda in the face of a rising China, the onrush of digitalization and artificial intelligence, the impact of climate change, and disruptions in the global trading system.

## FOREIGN & SECURITY POLICY PROGRAM

This program addresses the **top international security issues** for the U.S.-German alliance. It focuses on NATO, bilateral defense cooperation, and transatlantic engagement to shape the global order.

## SOCIETY, CULTURE & POLITICS PROGRAM

This program examines the **trajectory of German politics** and its impact on the transatlantic relationship, including demographic change; electoral politics; regional diversity and challenges within Germany, Europe, and the United States; and the politics of collective memory and identity.

## LEADERSHIP AND EXCHANGE PROGRAMS

These programs foster the **next generation of diverse and inclusive transatlantic leaders** by building networks between different communities in Germany and the United States. Participants engage with government representatives, community leaders, practitioners, and subject experts to address the pressing issues shared on both sides of the Atlantic.



Image on right: AICGS Program Directors and Senior Fellows Peter Rashish, Geoeconomics (L), Dr. Gale Mattox, Foreign & Security Policy (C), and Dr. Eric Langenbacher, Society, Culture & Politics (R) at the Global Leadership Award Dinner

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

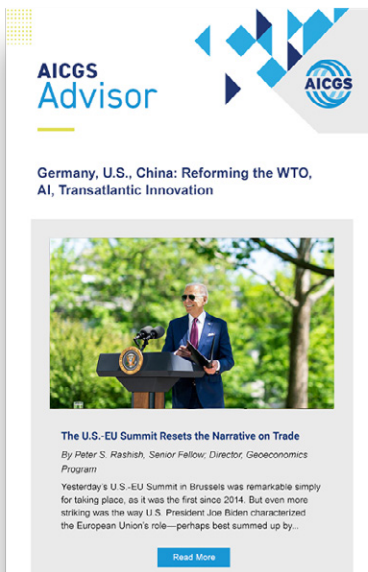
AICGS seeks to produce the best up-to-date analysis of the most important issues in the German-American partnership. Our weekly publication and podcast offer regular ways to engage with elite audiences on both sides of the Atlantic. Supporting these efforts guarantees their sustainability and offers supporters valuable marketing opportunities.

## THE AICGS ADVISOR

AICGS is a trusted source of expert analysis on German-American relations, geopolitics, economics, and society, and this weekly publication reaches a broad audience on a regular basis.

### Benefits include:

- Reaching important stakeholders in the extensive AICGS network, particularly those in Washington, DC, New York, Brussels, Berlin, and across Germany.
- Brand visibility to thousands every week.



## THE ZEITGEIST PODCAST

Launched in 2018, The Zeitgeist is hosted by AICGS President Jeff Rathke. The wide-ranging conversations cover topics including the response to the COVID-19 pandemic with health minister **Jens Spahn** and deputy finance minister **Jörg Kukies**, defense cooperation with former U.S. Army Europe Commander **Ben Hodges**, German politics with **members of the Bundestag**, the impact of American presidents with **Susan Eisenhower**, and the legacy of divided Europe with scholars such as **Dr. Kristina Spohr**.



### Benefits include:

- Tailored shoutout at the beginning of the podcast episode.
- Brand visibility on each episode's online post and social media promotion.

*At the 2019 Munich Security Conference AICGS event, then-Vice Chancellor Olaf Scholz (SPD) (center), Green Party Co-Chair Annalena Baerbock (left), and Senator Jeanne Shaheen (D) (right)*





# THE GLOBAL LEADERSHIP AWARD

**AICGS inaugurated the Global Leadership Award in 1994 as part of the Institute's mission to strengthen ties between the United States and Germany. The Award recognizes the achievements of business and government leaders who have advanced the transatlantic partnership.**

The gala is a celebration of German-American bonds and attracts 350-450 guests, including top-level executives, political leaders, government officials, NGO figures, and scholars.

The prime location of New York City and the presence of high-level guests provide excellent public relations and networking opportunities for all supporters. And best of all, the gala provides an enjoyable and memorable evening!



*Global Leadership Award Dinner, Cipriani, New York*



### Recent recipients include:

- **Steve Angel**, CEO, Linde plc
- **Kurt Bock**, Former Chairman, BASF Board of Executive Directors
- **Martin Richenhagen**, Chairman and CEO, AGCO Corp.
- **Maria-Elisabeth Schaeffler-Thumann**, Partner, INA-Holding Schaeffler GmbH & Co. KG
- **Dieter Zetsche**, Chairman of the Management Board, Daimler AG
- **Angela Merkel**, Chancellor, Federal Republic of Germany

The Global Leadership Award Dinner is the Institute's principal annual fundraising event and makes our work possible.

### Sponsors of the gala will:

- Have an exclusive platform to recognize the accomplishments of the honoree in the company of CEOs and political and non-profit leaders.
- Receive invitations to exclusive AICGS events with top policymakers and global leaders in the German-American sphere.
- Be invited to conferences, workshops, lectures, and events throughout the year in the U.S. and Germany.

Corporate and individual sponsorships are available and offer many benefits.

**Can't attend? You can still show your support by purchasing a full or half-page ad in the gala program booklet for you or your company.**

*Maria-Elisabeth Schaeffler-Thumann receives the Global Leadership Award*



LEARN MORE ABOUT THE EVENT ONLINE AT  
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Senior Partner, Baker & Botts



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"AICGS is an organization I have known for well over 20 years for its great work. It was particularly important to me when I was the U.S. Ambassador in Germany, and it remains so to this day."

PHIL MURPHY,  
GOVERNOR OF NEW JERSEY  
FORMER U.S. AMBASSADOR TO GERMANY



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"I cannot thank you enough for the work you're doing, AICGS at Johns Hopkins is extremely important. It is something I cannot emphasize enough."

PETER BEYER, MDB  
GERMAN GOVERNMENT COORDINATOR OF  
TRANSATLANTIC COOPERATION AND GUEST  
ON THE ZEITGEIST



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"A key thing that sets AICGS apart is its contribution to areas of German and American mutual interest and its work in partnership between our two countries. The Institute is a source of solutions to common challenges at a time when the value of transatlantic cooperation is greater than ever."

SUSAN EISENHOWER,  
PRESIDENT OF THE EISENHOWER GROUP



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