

# AMA Puget Sound

## *Sponsorship Opportunities*



### **GROW YOUR BUSINESS WITH THE AMA**

*There is no substitute for face time.* At MarketMix 2019 Conference you'll get a lot of it. MarketMix is the Pacific Northwest's largest annual marketing conference, drawing business professionals across all sectors and roles, from C-Suite executives in tech to marketing pros who work in the trenches. **For over 15 years, this conference has brought together over 300 marketers to connect, network, and learn from top marketing experts.**

As an AMA Puget Sound partner or sponsor, you become a trusted resource for our audience. We offer opportunities to align your thought leadership to AMA content, gain high-level exposure at events, and put your brand where prospects can find you.

### **LEVERAGE OUR TARGETED NETWORK**

#### Increase Your Social and Web Reach

- We expect over 300 marketers in attendance & press coverage
- All new content driven website extends MarketMix before & after the event  
[www.marketmix.org](http://www.marketmix.org)
- Include your brand in the conference program, e-mail, social & video campaigns, reaching a targeted network of over 5,000

#### Explore Networking Opportunities

- Exhibitor tables are centrally located adjacent to meeting rooms
- Mix and Mingle Reception with Exhibitor Prize Drawings
- All sponsors have free access to pre-conference party & closing reception

#### Grow Your Visibility in Marketing Community

- Take advantage of opportunities to be noticed by target prospects
- Reach active marketers in the Puget Sound region, both client side and supply side
- Attract top-notch marketing talent

## PARTNERSHIP OPTIONS

### ***Diamond Partner***

This exclusive opportunity puts your brand front and center with marketing professionals throughout MarketMix 2019. Enjoy the following benefits, available only to our Diamond-level Partners:

- Exhibit table and first choice of exhibit space at the conference
- 4 complimentary tickets to MarketMix (\$1,400 value)
- Verbal introduction as a Diamond Partner at the start of the morning and lunch keynotes
- 5-minute pitch at either the morning or luncheon keynote address
- Company logo included in all conference materials (online and offline) as Diamond Partner

Price: \$5,000

### ***Executive Partner***

Enjoy the following benefits, available to our Executive Partners:

- Exhibit table and second choice of exhibit space at the conference
- 2 complimentary tickets to MarketMix (\$700 value)
- Verbal introduction as a Executive Partner at the start of lunch keynote
- Company logo included in all conference materials (online and offline) as Executive Partner

Price: \$3,000

### ***Associate Partner***

As our Associate Partner you will enjoy the following benefits:

- Company logo included in all conference materials (online and offline) as Exhibit Partner
- Third choice of exhibit space at the conference

Price: \$1,000

## SPONSORSHIP OPPORTUNITIES

As marketers, we know that memories of great experiences stick. At MarketMix 2019 we want to give our attendees a great time. In exchange for being recognized as a sponsor in all conference materials, we are looking for providers of fun experiences (all our partnership options will receive a discount for these, too). These are a few ideas to get you (and us!) started:

### ***Pamper:***

- Bring in a masseuse that will give attendees 10-minute neck massages that they won't forget (while they look down at a carpet with your logo in it).
- If they are planning to get their head shot taken at the conference (which we offer each year), bring in a hair and makeup expert to help them look their best.
- Bring in some antioxidant smoothie shots to boost their energy (in shot glasses with your logo on them).

### ***Advise:***

- Offer a 15-minute session with a wealth advisor to help attendees set up the right investment strategy.
- Hire a fashion stylist to offer a quick consult on the best wardrobe choices for their skin color, body type, and professional aspirations.
- Give them customized quick tips for maximizing SEO strategy, along with a logo'd coupon for a free one-hour consult at their convenience.

### ***Entertain:***

- If you plan on sticking around for cocktail hour, bring a mixologist or a sommelier to educate them.
- Do card tricks (using cards with your company's logo on them).
- Read their Tarot Cards, and give them a print-out of their reading, so they can take it with them (on paper with your logo on it).

Or come up with your own ideas! We'd love to hear what you've got!

Please reach out to Julie Lichtenberg, President Elect ([juliealichtenberg@gmail.com](mailto:juliealichtenberg@gmail.com)) or Brianna Home ([brianna@hansenbelyea.com](mailto:brianna@hansenbelyea.com)) if you're interested in sponsoring or have any questions. The deadline for signing up to be a sponsor is April 8, 2019.

Thank you for your interest in making Market Mix 2019 a huge success!