

American Marketing Association Puget Sound

2018 Sponsorship Opportunities

As an AMA sponsor, you become a trusted resource and partner for our organization and 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.

Our membership base includes over 350 marketing professionals, including corporate marketing directors, agency professionals, small business owners, marketing students, and many more. AMA Puget Sound monthly luncheons and annual events attract 75 to 300 marketers.

Our sponsors make these events and more possible with:

- Cash donations
- In-kind services
- Swag and giveaways for event attendees

In addition to reaching a highly desired audience, we thank our sponsors with a long list of benefits (see below). Along with these benefits, you'll also have the satisfaction of knowing you are supporting the marketing profession and one of the top-ranked AMA chapters.

CASH SPONSORSHIPS

EVENT SPONSORSHIP OPPORTUNITIES

Exclusive Luncheon Sponsorship - \$1,000

An opportunity to be the official sponsor of our monthly luncheon (only one sponsor is awarded the Exclusive Sponsorship per event).

- Verbal recognition on the day of event as our Exclusive Event Sponsor
- A 5-minute introduction of the company - by Sponsor
- An exhibit table at the event
- Opportunity to distribute information at each seat or table prior to event
- A \$200 discount on the opportunity to be one of the panelists
- Sponsorship logo and link included on our website
 - The Sponsor has the opportunity to provide a description of their business to be included on the website (up to 100 words)
- Recognition in all pre- and post-event promotional communications (email distribution list of nearly 5,000 business leaders in the Seattle area)

- Sponsor recognition in event social media promotion including a link to your website
- Two complimentary tickets for the event (\$100 value)
- Opportunity for more sponsor members to attend, at member pricing

Non-Exclusive Event Sponsorship - \$400

Sponsor an AMA monthly luncheon and be recognized at the event. Your organization will be promoted by including your logo on communications associated with the event including the website and weekly emails.

MarketMix Sponsorship - please message Olga Martin for more details

YEARLY SPONSORSHIP - \$1,500 - \$5,000 (valid for 1 year from sponsorship initiation)

Platinum Level - \$5,000

- Two complimentary tickets to MarketMix (over \$700 value)
 - Opportunity to include a link to your promotional video, or a 200-character description of your business in one email newsletter (reaching nearly 5,000 business leaders in the Seattle Area); 2 sponsored blog posts (editorial) that are promoted through our email and social media channels (subject to editing)
 - First consideration to be an Exclusive Event Sponsor (only available to one sponsor per event)
 - Opportunity to publish 3 guest blog posts/editorials promoted through our email and social media channels. The content should be educational in nature and not just promotional. It is subject to editing and approval by the AMAPS Board. (\$1,000 value; subject to editing)
 - Sponsor recognition in event social media promotion including a link to your website
- + All Gold Level Benefits

Gold Level - \$3,000

- Quarterly Twitter and LinkedIn mentions from AMAPS with a link to your website
 - Opportunity to distribute information at each seat or table prior to events.
 - Opportunity to sponsor a raffle for attendees at one event.
 - Opportunity to provide branded swag to all new and renewing members.
 - 20% discount on MarketMix tickets for up to 4 tickets for Sponsor members (over \$70 value per ticket)
- + All Silver Level Benefits

Silver Level - \$1,500

- Sponsorship logo and link included on our website
- Logo included on our Sponsorship slide at all AMAPS events
- Logo included in all AMAPS promotional communications (email distribution list of over 5,000 business leaders in the Seattle area)
- Two Twitter and 2 LinkedIn mentions with a link to your website
- Two complimentary tickets to any of our monthly luncheons (\$100 value)
- Opportunity for more sponsor members to attend monthly luncheons, at member pricing
- A \$200 discount on the opportunity to be one of the panelists

Customized Sponsorship Opportunities:

- Panelist - \$2,500 (Company name included on promotional emails communications related to the event, to be arranged with a minimum of 8 weeks prior to the event, subject to Board approval)
- Reserved table at luncheons, including 8 lunch registrations - \$500 (company name displayed on the Reservation card in the middle of the table)
- Sponsor logo on AMAPS handouts, as applicable (e.g. little cards with event schedule, volunteer, sponsor info, etc.) - \$200
- Sponsor a student - \$125 (provides student attendance to one of the luncheons)

IN-KIND SPONSORSHIP

Showcase your talents to support the organization and be recognized in front of the AMA's membership of marketing professionals.

Much Needed In-Kind Sponsorships:

- Venue for events
- Appetizers and/or food at event
- Beverages at event (coffee/beer/wine/water)
- Needed AV
- Needed chairs and tables
- Promo stuff (t-shirts, pens, giveaways)
- Print jobs
- Promote events when applicable