



## Sponsorship Plans - AMA-CT

Thank you for considering sponsorship of the American Marketing Association of Connecticut and Western Massachusetts. AMA-CT serves as a resource for area marketers to learn, grow and connect through opportunities that promote education and marketing excellence. The Association is comprised of marketing professionals throughout the community and is dedicated to advancing, supporting and educating its members. Members come from many different marketing organizations and disciplines.

***The AMA-CT is a great organization to support and the chapter's membership is an excellent audience to reach out to with your company's message.*** We have many forms of sponsorship available to meet your needs.

### Why Sponsor AMA-CT?

Participation as a corporate sponsor will put you and your company, product or service in front of the largest group of marketing professionals in Connecticut and Western Massachusetts. With members from the Fortune 500, top creative agencies, media, non-profits, and a diverse range of public and private corporations, AMA-CT offers companies like yours an excellent opportunity to target a wide range of marketing professionals with purchasing power. With more than 50% of AMA-CT's membership is comprised of marketing professionals who hail from management and executive ranks in their respective organizations, your sponsorship will enable you to access a highly qualified audience of decision makers.

There are a number of sponsorship options available so you can find just the right mix for promoting your product or service.

As an AMA-CT sponsor, you'll reach these marketing professionals through many channels, including:

- AMA-CT website
- Monthly mailing and emails
- Direct mail campaigns
- Chapter PR efforts
- Local educational and networking events (7-10 annually)

Sponsoring spells visibility – whether you're looking to:

- Increase your client base
- Launch a new product or service
- Recruit new employees
- Connect with new business opportunities
- Build awareness among AMA-CT members and event attendees

### Exposure Beyond AMA-CT

When you become an AMA-CT sponsor, you'll reach more than just our membership — through our monthly meetings and social events that are open to the whole marketing community, as well as our website and joint programs co-hosted with other local professional organizations, you'll build awareness among a large and targeted group of local marketing professionals.



## **Annual Sponsorship Packages**

### Annual Gold Sponsorship – \$4,000 - \$5,999

- Recognition on chapter website rotation of sponsors with logo, tagline and URL link to sponsor's website.
- Verbal recognition at regular events throughout the year with sponsor logo on a looped flash presentation running on screen before each regular event begins.
- Opportunity to distribute information at each seat or table prior to regular events.
- Opportunity to set up single table display at regular events.
- Opportunity to offer a raffle for attendees at event through collection of business cards at sponsor's display at regular events.
- Three tweet mentions from chapter Twitter account throughout the program year with link to sponsor's website.
- A total of two complimentary guest passes to be used at the event(s) of the sponsor's choice.
- One reserved seat at speaker table for one regular meeting. Meeting date and time to be determined.
- Opportunity to address meeting attendees at one regular meeting or SIG meeting. Meeting date and time to be determined.
- One chapter blog mention throughout the program year.
- One Facebook posts on sponsor with link to sponsor's website throughout the program year. Logo and link to website on Facebook tab for sponsor listings.
- Recognition as annual sponsor in the e-newsletter distributed to chapter members.
- Complimentary job board listing on our website

### Annual Silver Sponsorship - \$2,000 - \$3,999

- Recognition on chapter website rotation of sponsors with logo, tagline and URL link to sponsor's website.
- Opportunity to distribute information at special sponsor information table.
- Opportunity to set up single table display at regular events.
- Opportunity to offer a raffle for attendees at event through collection of business cards at sponsor's display at regular events.
- Two tweet mentions from chapter Twitter account throughout the program year with link to sponsor's website.
- A total of two complimentary guest passes to be used at the event(s) of the sponsor's choice.
- Complimentary job board listing on our website

### Annual Bronze Sponsorship – \$999 to \$1,999

- Recognition on chapter web rotation of sponsors with logo, tagline and URL link to sponsor's website.
- Logo recognition on looped flash presentation running on screen before each regular event begins.
- Opportunity to distribute information at regular events at special sponsor information table.
- One tweet mention from chapter Twitter account throughout the program year with link to sponsor's website.
- One complimentary guest pass to be used at an event of the sponsor's choice. Meeting date and time to be determined.



- Complimentary job board listing on our website

#### Annual AMA Partner Sponsorship – up to \$999

- Recognition on chapter website rotation of sponsors with logo, tagline and URL link to sponsor's website.
- Logo recognition on looped flash presentation running on screen before each regular event begins.
- Opportunity to distribute information at regular events at special sponsor information table.
- Complimentary job board listing on our website

#### **One-off Sponsorships**

##### Single Meeting Sponsor – (dollar value to be determined based on meeting needs)

- Verbal recognition at the sponsored event.
- Recognition on the meeting invite postcard sent to all chapter AMA members.
- Sponsor logo and tagline on presentation running on screen before each regular event begins.
- One complimentary seat at the sponsored meeting.
- Opportunity to distribute information at each seat or table prior to regular events.
- Opportunity to offer a raffle for attendees at event through collection of business cards at sponsor's display at regular events.
- Opportunity to address meeting attendees at the sponsored event. Time to be determined.

##### Speaker Sponsor - \$250

- Verbal recognition at the sponsored event.
- Recognition on the meeting invite postcard sent to all chapter AMA members. (*SPEAKER presented by "XYZ Company".*)
- Sponsor logo on presentation running on screen before each regular event begins.
- One complimentary seat at the sponsored meeting.
- Opportunity to distribute information at each seat or table prior to regular events.
- Opportunity to introduce speaker to the audience and address the crowd on behalf of their company.

#### **In-Kind Sponsorships**

Products and services that your company provides could also assist our chapter's efforts. Examples of in-kind sponsorships that are needed each year are:

- Printing
- Giveaways/Prizes
- Creative Time
- Advertising Space
- Food/Beverages
- Venue Space
- Mailing Expenses
- Software

To learn more or to speak to someone about a sponsorship opportunity, please email us at [amaconnecticut@gmail.com](mailto:amaconnecticut@gmail.com).