

2019/2020 SPONSORSHIP OPPORTUNITIES

Be the Brand Madison Marketers are Talking About

An AMA Madison sponsorship is an investment that provides direct access to marketing professionals across Dane County. When you put your brand and your value propositions in front of Madison marketers, you gain exposure with the most aggressive promoters in the area: People who make purchasing recommendations and marketing decisions for their companies, and who promote what they love to colleagues via social media and word-of-mouth.

As an AMA Madison sponsor, you will reach the largest group of marketing professionals in south central Wisconsin. Our **Signature Speaker Series**, **Craft Marketing**, and **Annual Conference** draw influential business owners, entrepreneurs, and C-level leaders year after year.

Our Sponsors are Valuable Partners of AMA Madison

With more than 20 events per year, marketing leaders across all disciplines count on AMA Madison for ongoing education and professional development. Event sponsorships range from \$250 to \$4,000, and include opportunities to address our audiences in-person, at exhibit tables, through dedicated promotional emails, social media, and much more.

You can also work with AMA Madison to develop co-branded programs, thought leadership events, and sponsor collaborations. Whatever your goals, we will work together to create a package that delivers the results you're looking for.

Contact Brooke Barney at sponsor@amamadison.org or call 608-216-5955 to get started today! All sponsorship opportunities are reserved on a first-come, first-served basis.



Elevate with Authenticity

2019 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

The 2019 AMA Madison Annual Conference draws marketing leaders from a wide range of disciplines seeking innovative solutions to everyday challenges. Connect with more than 100 attendees who could benefit from your product or service!

Diamond Sponsorship (2 AVAILABLE)

Achieve the greatest marketing impact possible with these interactive opportunities.

Investment: \$3000

» Choose one of the following:

- **Breakfast:** Five minutes to address the audience, followed by your 3-5 minute branding or case study video
- **Lunch:** Five minutes to address the audience, followed by your 3-5 minute branding or case study video.

Platinum Sponsorship (3 AVAILABLE)

Hone in on your target audience with these unique opportunities.

Investment: \$2,000

» Choose one of the following:

- **Post-event Reception/Happy Hour:** Introduce yourself as the host of this Park Hotel Bar event (up to five mins.) and mingle with the board, presenters, and attendees. Company logo included on drink tickets.
- **President's Reception:** Attend an exclusive dinner downtown the evening before the conference and build relationships with the board and presenters.
- **Lanyards:** Gain high visibility for your company's logo via lanyards worn by each attendee throughout the duration of the conference. Production included.

Gold Sponsorship (6 AVAILABLE)

Connect with conference attendees in-person by introducing yourself and one of our distinguished presenters.

Investment: \$1,000

» Choose one of the following:

- **Opening Keynote**
- **Closing Keynote**
- **Master Classes (2)**
- **Lunch Panel**
- **Step and Repeat Banner:** Your logo featured on a red carpet style back drop, co-branded with AMA Madison. Everybody will take group pictures and share selfies with your branding!

Silver Sponsorship (5 AVAILABLE)

Create an immediate impact with these high-profile opportunities.

Investment: \$750

» Choose one of the following:

- **Seat Drop:** Your literature awaits each attendee at their seat prior to sitting down for breakfast. Materials must be approved by AMA Madison.
- **Afternoon Break:** Sponsor snacks and drinks to help attendees recharge in the afternoon. Receive at least one verbal recognition and table signage.
- **Prize Giveaway:** Donate either a small branded item for each attendee (up to 150) or a larger item for a door prize at the end of the event. Receive at least one verbal mention during the event.



ELEVATE



Bronze Sponsorship (10 AVAILABLE)

Leave a lasting impression with these targeted opportunities.

Investment: \$500

» **Breakout Session Intros:** Introduce yourself (up to two minutes) and the breakout session speaker prior to their presentation.

Contributor Sponsorship (10 AVAILABLE)

Affordable exposure on signage, rotating slides, promo emails, and website.

Investment: \$250

Additionally, each sponsorship opportunity includes the following:

| | DIAMOND | PLATINUM | GOLD | SILVER | BRONZE | CONTRIBUTOR |
|---|---------|----------|------|--------|--------|-------------|
| Complimentary event tickets, valet parking and reserved sponsor table (with logo displayed) | 2 | 1 | | | | |
| 36" round table to display collateral, signage/banner, and interact with event attendees | X | X | X | | | |
| Clickable logo in event email communications | X | X | X | | | |
| One dedicated social media post and additional mentions on AMA Madison social platforms (LinkedIn, Facebook, Twitter) | X | X | X | | | |
| Sponsor recognition on company representatives' name badges and event signage | X | X | X | X | X | X |
| Sponsor logo on event program | X | X | X | X | X | X |
| Sponsor logo in event presentation loop | X | X | X | X | X | X |
| Sponsor logo on AMA Madison website (event page) with link to sponsor homepage | X | X | X | X | X | X |
| One dedicated post-event email to all AMA Madison contacts (more than 1,000) from your company, on behalf of AMA Madison. | X | X | X | | | |



EVENT SPONSORSHIPS

Craft Marketing

Craft Marketing is an after-work networking event with an informal presentation on a different niche marketing topic each month. The events are held at local breweries, and admission includes a drink ticket or AMA Madison-branded pint glass.

These events attract a wide range of marketing professionals from across Dane County, and provide great exposure for sponsors and speakers alike!

| Sponsorship Opportunity | Attendees | One Time | Qtrly | Annual |
|-------------------------|-----------|----------|-------|---------|
| Monthly Presentation | 40-60 | \$250 | \$750 | \$2,000 |



Monthly Luncheons

From January through May, AMA Madison presents a monthly educational marketing luncheon. Our mission is to be the premier resource for marketers in the Greater Madison Area. Our programs are geared to benefit even the most experienced marketers, while also presenting value to those new to the field—with an eye toward applying relevant future trends.

By having a presence at these events, you can showcase your services and connect face-to-face with your target audience.

| Sponsorship Opportunity | Attendees | One Time | Annual |
|-------------------------|-----------|----------|---------|
| Monthly Luncheon | 30-50 | \$450 | \$1,600 |