

2020/2021 SPONSORSHIP OPPORTUNITIES

Reach Top-Notch Marketers with Your Lasting Virtual Message

AMA Madison's commitment to marketing excellence continues in a virtual format for our programs and annual conference.

With the opportunity to draw more marketing leaders to our events than ever before, an AMA virtual sponsorship provides brands with creative ways to realize incredible value.

Why is This a Good Investment?

- Program registrations have nearly doubled since switching to a virtual format.
- You'll reach marketing professionals across all disciplines throughout Dane County and beyond. (We've even had people from other countries tune into our events!)
- Your brand/message will be front and center before, during, and after our virtual programs.
- Take advantage of new opportunities like live or prerecorded video addresses, virtual happy hours, photo booths, and more.
- Establish a position in our network of marketing decision-makers and thought leaders to leverage your product or service.

Whether you're interested in our virtual **Signature Speaker Series**, **Craft Marketing**, or **Annual Conference**, we have an opportunity to help you grow your brand! Partner with AMA Madison to reach influential business owners, entrepreneurs, C-suite leaders, and marketing professionals of all trades and industries in south central Wisconsin.

Diverse Sponsorship Opportunities

Event sponsorships range from \$250 to \$2,000 and include opportunities to virtually share information about your products or services, place banner ads and get social mentions.

We welcome opportunities to develop co-branded programs, thought leadership events, and sponsor collaborations.

GET STARTED TODAY!

Contact **Erin Courtenay** at sponsor@amamadison.org to learn more.

All opportunities are reserved on a first-come, first-served basis.



Renew with Intention

2020 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

The virtual 2020 AMA Madison Annual Conference offers exciting opportunities for sponsors. Marketers will be looking to presenters and sponsors alike for input on coping with the rapidly changing climate.

Our cutting-edge conference platform will provide many opportunities for promoting your brand. They'll include banners, pop-up ads, splash pages, and linked logos. And depending on your sponsorship level, your assets (video, handout, resources) will reside in an easy-to-access site. They'll be available long after the event is over.

GOLD SPONSORSHIP

Investment: \$750 (5 AVAILABLE)

- » Sponsor spotlight prior to the presentation to introduce your organization and the speaker. Choose one of the following:
 - Opening Keynote 1: Tom Farley
 - Opening Keynote 2: AJ Sue
 - Closing Keynote: Quentin Allums
 - Master Class 1: Sue Fuller
 - Master Class 2: Karen Allbriton
- » Banner ad in one pre- and one post-event email
- » Company video (provided by sponsor) on the conference web page.
- » Social mentions on Facebook, Twitter, LinkedIn, and/or Instagram
- » Linked logo on the conference web page
- » Linked logo in dedicated, pre-event emails
- » Ten attendee passes for staff, clients or other guests
- » Logo in rotating overlay on main stage presentations
- » Logo displayed on the event page and in looping slideshow that plays during breaks
- » Large virtual exhibitor booth

SILVER SPONSORSHIP

Investment: \$500 (5 AVAILABLE)

- » Speaker introduction. Choose one of the following:
 - Breakout Session 1-A: Guarav Issar
 - Breakout Session 1-B: Rhonda O'Connor
 - Breakout Session 2-A: Silvija Papka
 - Breakout Session 2-B: Josh Kell
 - Breakout Session 2-C: Michael Ray
- » Social mentions on Facebook, Twitter, LinkedIn, and/or Instagram
- » Linked logo on the conference web page
- » Linked logo in dedicated, pre-event emails
- » Two attendee passes for staff, clients or other guests
- » Logo in rotating overlay on main stage presentations
- » Logo displayed on the event page and in looping slideshow that plays during breaks
- » Medium virtual exhibitor booth

VIRTUAL | THURSDAY, SEPTEMBER 24th

BRONZE SPONSORSHIP NETWORKING HAPPY HOUR

Investment: \$250 (2 AVAILABLE)

- » Welcome introduction at the start of the networking event
- » One social mention on Facebook, Twitter, LinkedIn, and/or Instagram
- » Linked logo on the conference webpage
- » One attendee pass for staff, clients or other guests
- » Logo in rotating overlay on main stage presentations
- » Logo displayed on the event page and in looping slideshow that plays during breaks
- » Small virtual exhibitor booth



A LA CARTE OPPORTUNITIES

Lunch Break

Investment: \$2,000 (1 AVAILABLE)

- » Great visibility opportunity to be the hero sponsor covering everyone's lunch for this conference
- » Welcome introduction at lunch to share information about your products or services.
- » Linked logo on the conference webpage
- » Linked logo in dedicated, pre-event emails
- » Social mentions on Facebook, Twitter, LinkedIn or Instagram
- » Logo displayed on the event page and in looping slideshow that plays during breaks
- » Large virtual exhibitor booth
- » Logo overlay on mainstage screen during virtual networking

SnapBar Virtual Photo Booth Sponsorship Investment: \$250 (1 AVAILABLE)

- » Co-branded, customized photo booth interface with SnapBar <https://thesnapbar.com/>
- » Linked logo on the conference webpage
- » Social mentions Facebook, Twitter, LinkedIn or Instagram
- » One attendee pass
- » Logo displayed on the event page and in looping slideshow that plays during breaks
- » Small virtual exhibitor booth
- » Logo overlay on mainstage screen during virtual networking

Virtual Networking Happy Hour PRIZE DONATIONS

- » Linked logo on the conference web page
- » Social mentions Facebook, Twitter, LinkedIn or Instagram
- » Small virtual exhibitor booth

EVENT SPONSORSHIPS



Craft Marketing

Craft Marketing is an after-work networking event with an informal presentation on a 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 Speakers

From January through May, AMA Madison presents a monthly educational breakfast/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

ONLINE OPPORTUNITIES



Email Sponsorship

Reach more than 1,000 AMA email subscribers through our weekly newsletter! Showcase your brand with a linked logo, brief article/offer, or a full email message sent to our audience on your behalf.

Sponsorship Opportunity	One Time
Linked Logo	\$150
Logo & Article	\$250
Individual E-blast	\$500