



Madison



2024 - 2025

PARTNERSHIP OPPORTUNITIES

BE AN AMA MADISON CHAPTER PARTNER!

Marketers need your products and services. The American Marketing Association (AMA) Madison Chapter is a community of marketers. Let's partner!

A partnership with AMA Madison grants you access to over one hundred of marketers in the Greater Madison area through events, social media, email, and the AMA website.

Be a part of a local chapter recognized by the national AMA organization that provides resources and advances careers for marketers.

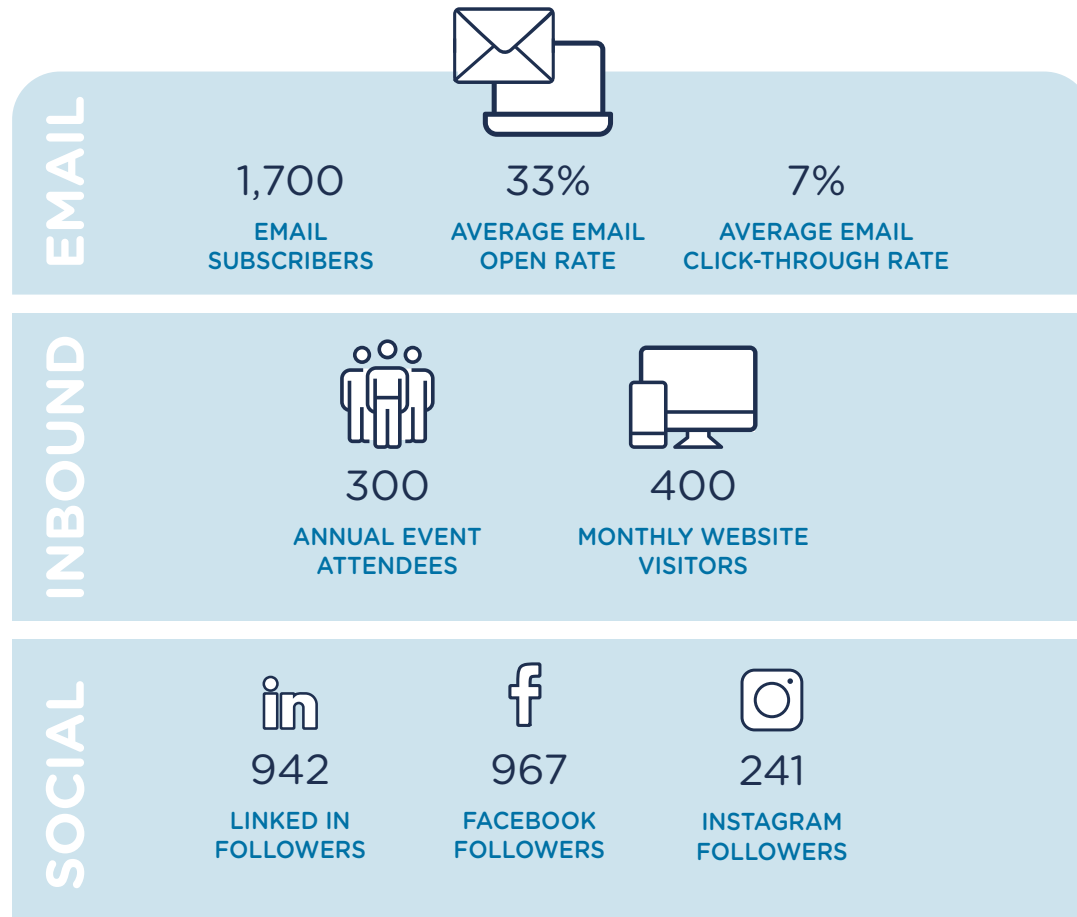
Invest in Madison's marketers, and your business.



WHY PARTNER WITH AMA MADISON

Our audience spans all age groups from professionals in their 20s - 50s. It also spans career levels, although we lean most heavily toward mid- and late-career. A majority of our audience is in the B-to-B space.

KEY AUDIENCE STATISTICS:



STRATEGIC PARTNER

\$1,000

Be recognized as a valuable AMA Madison partner throughout the entire year. Your organization will receive recognition for your support at every event and have unique opportunities to reach AMA's membership of marketing professionals throughout the community.

Benefits

- Opportunity to give a 5 minute presentation at all regular programming events (excludes collaborative or special events such as the holiday social).
- Opportunity to provide promotional materials for AMA to distribute at each table (for in-person events) or e-mail to attendees (for virtual events)
- Live mentions at all AMA Madison events
- Company logo on programs and PowerPoint loop at all meetings (listed as Strategic Partner)
- Two complimentary tickets to all AMA Madison events
- Company logo and website link on the AMA Madison Partners page
- Company logo and website link on our monthly newsletters during your sponsorship year
- 4 dedicated email blast (once per quarter) to the whole AMA Madison mailing list to promote your business or service (content of email to be approved by AMA Madison)
- Video plug on LinkedIn for your business or service (partner provides the content, to be approved by AMA Madison)
- Exclusivity; Limited slots for annual strategic partners

EXPERIENCE PARTNER

\$250

Co-sponsor an AMA Madison event and be recognized as a supporter. Your organization will be promoted on all materials associated with the event including website and email blasts.

Benefits

- Live mention at the sponsored event
- Company name on programs and your company logo on the PowerPoint loop at the event
- Company logo on the registration page of the event
- Company logo on pre-event emails
- Ability to provide a branded giveaway during the event (item provided by sponsor)
- 2 dedicated AMA Madison social posts on the platform of your choice (sponsor provides content)
- Company name and website link on sponsorship and event webpage
- Two complimentary tickets to the sponsored event
- "Proud Sponsor" and/or "We're Attending" logo(s) for use in your marketing and social media posts

SUPPORTING PARTNER

\$100

Co-sponsor an AMA Madison event and be recognized as a supporter. Your organization will be promoted on all materials associated with the event including website and email blasts.

Benefits

- Live mention at the sponsored event
- Company name on programs and your company logo on the PowerPoint loop at the event
- Company logo on the registration page of the event
- Company logo on pre-event emails
- Ability to provide a branded giveaway during the event (item provided by sponsor)
- Company name and website link on sponsorship and event webpage
- One complimentary ticket to the sponsored event
- “Proud Sponsor” and/or “We’re Attending” logo(s) for use in your marketing and social media posts

IN-KIND PARTNER

Variable

Have merch that marketers could use for their next event or campaign? Products and services that your company provides could also assist our chapter’s efforts. Examples of swag needed each year include:

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



OTHER PARTNERSHIP OPTIONS

VENUE PARTNER

Have an event space that AMA Madison could use for events and meetings? Being AMA Madison's Venue Partner is a cost-effective way to support the organization and be recognized in front of AMA's membership of marketing professionals. Venue Partnership opportunities include:

- Five minutes speaking time at the beginning of the event to promote your business or the venue
- Company name on programs and your company Logo on the PowerPoint loop at the event
- Company mention on all promotional materials related to the event
- Company name and website link on sponsorship and event webpage
- Link to your website included in email communications related to the event

MEDIA PARTNER

Do you have the media skills to expand our chapter events' reach? Being AMA Madison's Media Partner is a great way to support the organization and be recognized in front of AMA's membership of marketing professionals. Media Partnership opportunities include:

- Five minutes speaking time at the beginning of the event to promote your business and/or service
- Company name on programs and your company Logo on the PowerPoint loop at the event
- Company mention on all promotional materials related to the event
- Company name and website link on sponsorship and event webpage
- Link to your website included in email communications related to the event



THOUGHT LEADERSHIP PARTNER \$350

Are you a thought leader in your industry or want to become one and need that extra push? AMA Madison can help. From sponsored blog posts, webinars, workshops, to enduring resources like whitepapers and guides, position your business as the authority in your chosen subject by leveraging the marketing minds in the greater Madison area.

WEBINAR

(can be one-time webinar or webinar series depending on sponsorship amount)

- Choice between a 30-minute to 1-hour presentation to a live (virtual) audience about your business or service, with a focus on thought leadership content. No hard sales pitches, please.
- Choice of speaker/panel in the webinar
- Logo placement on AMA Madison website as Webinar partner
- Logo placement on registration page of the webinar
- Logo placement on pre- and post-event emails with link to your website or landing page
- Recognition as partner on webinar slides
- Social media promotion before and after the event
- Webinar registration list

*** Not seeing the partnership opportunity for you?**
Don't worry - we can work with you to come up with a mutually beneficial partnership. Let's talk.

BLOG CONTENT

(can be one-time blog post or a series depending on sponsorship amount)

- Blog post/s on the AMA Madison website (sponsor provides content to be approved by AMA Madison)
- Logo placement on AMA Madison blog
- Logo placement on AMA Madison newsletter featuring your sponsored blog/content
- Promotion of your blog in the social media channel of your choice
- One-time email to feature blog content on AMA Madison newsletter

DOWNLOADABLE RESOURCE

(can be one-time piece or series)

- Permanent placement of material/resource on the AMA Madison website (sponsor provides material, content to be approved by AMA Madison)
- Placement of logo on your material/resource
- Dedicated landing page and submission form on AMA website featuring your content
- Social media promotion of your sponsored content (LinkedIn)
- One-time dedicated email blast to AMA email list promoting your content
- List of AMA members/non-members who downloaded your content

COMMITMENT FORM

INVOICE & EVENT/MARKETING COMMUNICATION CONTACT

Details listed below will be used as the primary contact for the selected partnership or event including where to send receipts, access to attendee lists, and other sponsorship-related correspondence.

Company name: _____

Contact person: _____

Title: _____

Business Address: _____

City/State/Zip: _____

E-mail: _____

Website: _____

PARTNERSHIP OPPORTUNITIES

Please check the Partnership Opportunity that applies to you.

- Strategic Partner
- Experience Partner
- In-Kind Partner
- Venue Partner
- Media Partner
- Thought Leader Partner

Other, please specify: _____

PAYMENT INFORMATION

Payment Method (please check one):

- Check
- Visa
- Mastercard
- Discover
- Amex

Credit Card Number: _____

Expiration Date: _____ CSV Code: _____

Print Name on Card: _____

Signature: _____

AMA Madison understands some businesses have limited resources. We will work with you to determine a payment plan if one is needed. We will also work with you to provide a custom package that fits your budget. Just reach out to madison@amamadison.org. Let's build something together!

QUESTIONS?

Contact madison@amamadison.org with questions about partnering with AMA Madison.