



SPONSORSHIP OPPORTUNITIES

2019-2020

amawestmichigan.org | @AMAWM
Creators of the *Marketers in Motion* Podcast

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About AMA West Michigan

The American Marketing Association strives to be the most relevant force and voice shaping marketing around the world and create an essential community for marketers.

Founded in 1952, AMA-WM has provided marketers with the resources, information, and knowledge to grow in their careers and shape successful businesses. We are one of the largest and oldest professional associations in West Michigan, and the largest organization devoted to the profession of marketing.

We're an organization made up of members that strive to inspire dialogue, inclusion, passion, and creativity.

We value sharing stories and experiences, which means carving out time to talk shop and connect with our peers. We believe it's essential in our fast-paced industry.

We're also lucky to live amongst a talented, vibrant, and collaborative marketing community, and it's our mission to keep it that way. **We hope you join us!**

6 REASONS TO BECOME AN AMA-WM PARTNER

1

Showcase Your Business

In today's noise-filled market, it can be hard to get your business in front of your desired audiences. As an AMA-WM sponsor, you'll enjoy regular exposure to our members!

2

Reach Decision Makers

Our membership includes senior-level marketers that drive decisions at their companies; as a sponsor you'll have direct access to these key decision makers.

3

Develop Key Relationships

As an AMA-WM sponsor, you're able to attend our signature luncheon events and network with marketers from all industries and sectors.

4

Local & National Exposure

Enjoy exposure not only with our local membership, but with our national podcast community as well. AMA-WM sponsors are regularly featured through all channels!

5

Educate Your Employees

Our signature lunches feature top marketing talent who speak on the latest marketing topics and trends - we encourage all our sponsors to join us each month!

6

Support the Community

We can't do what we do without our sponsors. As an AMA-WM sponsor you're a critical part of our success in advancing the marketing profession.

OUR CHAPTER SNAPSHOT - AN AUDIENCE FOR YOU

Becoming a sponsor of AMA West Michigan is a savvy move that is packed full of benefits. Sponsors are able to present their brand in front of a captive audience from a variety of West Michigan companies large and small.



MEMBERSHIP - INDUSTRIES

Advertising, Education, Financial Services, Healthcare, Manufacturing, Nonprofit, Professional Services, Publishing, Real Estate, Technology, CPG, Retail & more!



MEMBERSHIP - SECTORS

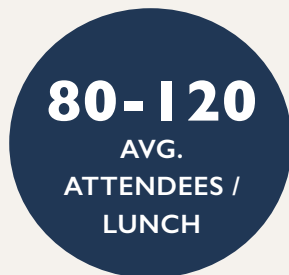
70%
B2C
30%
B2B



MEMBERSHIP - COMPANIES

Amway, BDO USA, BISSELL, Flow-Rite Controls, GR Public Museum, GVSU, JR Automation, Kellogg Company, MSU, Rockford Construction, Spectrum Health, US Signal & more!

OUR PROMOTIONAL REACH - YOUR BRAND EXPOSURE



SPONSORSHIP PACKAGES



BRONZE SPONSOR

\$1,000

ATTEND

- Four (4) free tickets total to attend any luncheon throughout the season

ADVERTISE

- Your logo on amawestmichigan.org
- One (1) shout-out post on each AMA-WM social media channel (4 total posts)
- Opportunity to distribute marketing materials at luncheon tables and registration table
- Your logo on table tents and registration table at each luncheon



SILVER SPONSOR

\$2,000

ATTEND

- One (1) free ticket to attend each luncheon throughout the season

ADVERTISE

- Your logo on amawestmichigan.org and all luncheon emails
- Two (2) shout-out posts on each AMA-WM social media channel (8 total posts)
- Opportunity to distribute marketing materials at luncheon tables and registration table
- Your logo on table tents and registration table at each luncheon

ENGAGE

- One (1) featured guest blog and/or *Marketers in Motion* podcast guest opportunity

SPONSORSHIP NOTES:

Multiple Gold Sponsorships are available; however, only one (1) company may be a Gold Sponsor within their particular category to avoid competing placements, i.e. one agency, one printer, one CPA, etc. Each type of sponsorship includes a report to demonstrate your audience reach. Annual sponsorships may choose between monthly, quarterly, or year-end reports.

Sponsorship benefits run during the annual AMA-WM season (September - May), with the exception of the *Marketers in Motion* podcast benefits (if applicable), which are year-round.



GOLD SPONSOR
\$5,000

ATTEND

- One (1) free membership for someone at your company or organization
- One (1) free ticket to each pre- or post-luncheon speaker dinners/mixers
- Two (2) free tickets to attend each luncheon throughout the season

ADVERTISE

- Your logo on amawestmichigan.org and all luncheon emails
- Shout-out posts every other month, on each AMA-WM social media channel (Estimated 24 total posts)
- Opportunity to distribute marketing materials at luncheon tables and registration table
- Your logo on table tents and registration table at each luncheon
- Your logo on *Marketers in Motion* podcast website and mention on each episode

ENGAGE

- Opportunity to address crowd for up to 5 minutes at one luncheon
- Two (2) featured guest blog and/or *Marketers in Motion* podcast guest opportunities
- One (1) shout-out email blast to AMA email list featuring your content (sent by AMA)
- Opportunity to set up displays, giveaways, raffles, and more at each luncheon



PLATINUM SPONSOR
Negotiable

ATTEND

- Multiple free memberships for your company or organization
- Multiple free tickets to each pre- or post-luncheon speaker dinners/mixers
- Multiple free tickets to attend each luncheon throughout the season

ADVERTISE

- Same as Gold Sponsorship package

ENGAGE

- How can we help you meet your goals? Let's work together and make it happen.
- Opportunity to address crowd for up to 5 minutes at one luncheon
- Two (2) featured guest blog and/or *Marketers in Motion* podcast guest opportunities
- Multiple shout-out email blasts to AMA email list featuring your content (sent by AMA)
- Opportunity to set up displays, giveaways, raffles, and more at each luncheon



West Michigan



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