



# SPONSORSHIP OPPORTUNITIES

## 2020-2021

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[amawestmichigan.org](http://amawestmichigan.org) | @AMAWM  
Creators of the *Marketers in Motion* Podcast

CONTACT: [bkaluski@amawestmichigan.org](mailto:bkaluski@amawestmichigan.org)

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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



### 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!



### 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.



### 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.



### 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!



### 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!






### 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.

 <p><b>MEMBERSHIP - INDUSTRIES</b></p> <hr/> <p>Advertising, Education, Financial Services, Healthcare, Manufacturing, Nonprofit, Professional Services, Publishing, Real Estate, Technology &amp; more!</p>	 <p><b>MEMBERSHIP - SECTORS</b></p> <hr/> <p><b>70%</b> B2C</p> <p><b>30%</b> B2B</p>	 <p><b>MEMBERSHIP - COMPANIES</b></p> <hr/> <p>Amway, BDO USA, BISSELL, Flow-Rite Controls, GR Public Museum, GVSU, JR Automation, Kellogg Company, MSU, Rockford Construction, Spectrum Health, US Signal &amp; more!</p>
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### OUR PROMOTIONAL REACH - YOUR BRAND EXPOSURE\*

<p><b>130+</b> ACTIVE MEMBERS</p>	<p><b>2,100</b> EMAIL SUBSCRIBERS 4-7 emails / month</p>	<p><b>1,839</b> FACEBOOK FOLLOWERS 12K post reach</p>	<p><b>504</b> INSTAGRAM FOLLOWERS 19K impressions</p>
<p><b>1,915</b> TWITTER FOLLOWERS</p>	<p><b>229</b> LINKEDIN FOLLOWERS group w/ 1,242</p>	<p><b>80-120</b> AVG. ATTENDEES / LUNCH</p>	<p><b>500+</b> PODCAST LISTENS since FEB 2019 launch</p>

# SPONSORSHIP PACKAGES



### TABLE SPONSOR

**\$500**  
CASH ONLY

**ATTEND**

- Four (4) free tickets to your sponsored luncheon

**ADVERTISE**

- Your logo on virtual programs
- Shout-outs via Twitter and Instagram Stories during your sponsored luncheon



### BRONZE SPONSOR

**\$1,000**  
CASH ONLY

**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)
- Your logo on virtual programs
- Shout-out at each of our events (9+ events/yr)

### 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.



SILVER SPONSOR

**\$2,000**

\$1,500 CASH / \$500 TRADE

**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)
- Your logo on virtual programs
- Shout-out at each of our events (9+ events/yr)

**ENGAGE**

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



GOLD SPONSOR

**\$5,000**

\$3,000 CASH / \$2,000 TRADE

**ATTEND**

- One (1) free membership for someone at your company or organization
- One (1) free ticket to each pre- or post-luncheon speaker event
- 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 (24 total posts)
- Your logo on virtual programs
- Shout-out at each of our events (9+ events/yr)
- Your logo on *Marketers in Motion* podcast website and mention on each episode

**ENGAGE**

- Opportunity to address attendees virtually 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 engage with the virtual audience with giveaways, raffles, and virtual options



West Michigan



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