

## American Marketing Association At A Glance

### **ABOUT AMA: Committed to advancing, informing, and connecting marketers.**

- The American Marketing Association strives to be the most relevant force and voice shaping marketing around the world.
  - More than 30,000 members, 70 professional and 350 collegiate chapters across North America.

### **AMA BOSTON: An educational and networking hub for marketers in New England.**

A community of more than 450 member collaborates with various organizations, including Public Relations Society of America (PRSA), Ad Club, New England Direct Marketing Association (NEDMA), General Assembly and more.

### **MONTHLY EVENTS**

- **Marketing Mingle:** 2nd Thursday of every month
- **Educational Panels:** 3rd Thursday of every month

### **PROGRAMS**

- **Panels on a wide range of topics** – marketing strategy and leadership to personal branding and digital marketing.
- **Executive panels (CMO/CIO/CTO)** on future of marketing, tech trends, customer engagement, sales and marketing collaboration, etc.
- **Talking Marketing podcast** on topics that matter to marketers.



### **AMA MEMBERSHIP BENEFITS**

- Exchange ideas about what's happening in marketing
- Expand planning and execution skills
- Build management, leadership and public speaking skills by volunteering
- Access to innovative resources and tools
- Subscription to Marketing News Magazine
- Network with other professionals
- Discounts on training, bootcamps and conferences
- And more ...

**Connect with tomorrow's Marketing leaders today!**

**Total Reach: Twitter: 9,370+ / LinkedIn: 8,590+ / Facebook: 1,990+ / Instagram: 489 / Email: 7,215+**

**EDUCATIONAL: EXECUTIVE SESSION**

<p><b>Fireside Chat</b> <b>\$4,500.00</b></p>	<ul style="list-style-type: none"> <li>➤ Exclusive (VP and above) virtual, live fireside chat hosted by an AMA Board member.</li> <li>➤ The fireside chat will be 20-25 minutes long, followed by questions from the audience.</li> <li>➤ The sponsor will be mentioned on all marketing materials, including logo and picture of the speaker on social cards.</li> <li>➤ The fireside chat will be promoted via AMA Boston social channels, minimum 12 times.</li> <li>➤ LinkedIn, Facebook and Twitter.</li> <li>➤ Post event:             <ul style="list-style-type: none"> <li>• The recording of the fireside chat will be distributed via the newsletter, which reaches more than 7,000 marketers.</li> <li>• The recording will be posted on YouTube and other relevant channels.</li> </ul> </li> </ul> <p>Bonus: Optional.</p> <ul style="list-style-type: none"> <li>➤ Submit a thought leadership article (non-salesy) for AMA Boston’s blog.             <ul style="list-style-type: none"> <li>• The article will include the executive bio and company reference.</li> <li>• It will be shared via the newsletter and social channels.</li> </ul> </li> </ul>
<p><b>Webinar</b> <b>\$4,500.00</b></p>	<ul style="list-style-type: none"> <li>➤ Exclusive 60-minute trends/educational webinar.             <ul style="list-style-type: none"> <li>• Webinar could be 45-50-minute long, followed by questions from the participants.</li> </ul> </li> <li>➤ The sponsor will be mentioned on all marketing materials, including logo and picture of the presenter on social cards.</li> <li>➤ Webinar will be promoted via AMA Boston social channels, minimum 12 times.             <ul style="list-style-type: none"> <li>• LinkedIn, Facebook and Twitter.</li> </ul> </li> <li>➤ Post event:             <ul style="list-style-type: none"> <li>• The recording of the webinar will be distributed via the newsletter, which reaches more than 7,000 marketers.</li> <li>• The recording will be posted on YouTube and other relevant channels.</li> </ul> </li> </ul> <p>Bonus: Optional.</p> <ul style="list-style-type: none"> <li>➤ One featured email to all AMA Boston members – with your sponsored offer.</li> </ul>

**AMA Sponsorship Contact: Parna Sarkar-Basu | [parna@brandandbuzzmarketing.com](mailto:parna@brandandbuzzmarketing.com)**

**SPOTLIGHT SESSIONS**

<p><b>Panel Discussion</b> <b>\$2,500</b></p>	<ul style="list-style-type: none"> <li>➤ Create an executive panel discussion with 2-3 experts (VP and above).</li> <li>➤ The topic should be educational and inspiring, i.e. trends, emerging trends (tech, martech,) etc.</li> <li>➤ Panel duration is one hour: 30-40 minutes of interviews, rest will focus on audience Q&amp;A.</li> <li>➤ The sponsor will be mentioned on all marketing materials, including logo and picture of the speaker on social cards.</li> <li>➤ The sponsor will be highlighted on social: Minimum 7 times (LinkedIn, Twitter and Facebook).</li> <li>➤ Live tweets during the event.</li> <li>➤ Post event:</li> <li>➤ The recording will be posted on YouTube and promoted via our channels.</li> </ul>
<p><b>Spotlight at Marketing Mingle</b> <b>\$1,500</b></p>	<ul style="list-style-type: none"> <li>➤ Exclusive 15-minute presentation on a topic that will be of interest to our audience, followed by 5 minutes of taking questions from the audience. It could also be a 20-minute conversation with an AMA board member.</li> <li>➤ The sponsor will be mentioned on all marketing materials, including logo and picture of the speaker on social cards.</li> <li>➤ The sponsor will be highlighted on social: Minimum 3 times (LinkedIn, Twitter and Facebook).</li> <li>➤ Live tweets during the event.</li> <li>➤ Post event: <ul style="list-style-type: none"> <li>▪ The recording will be posted on YouTube and promoted via our channels.</li> </ul> </li> </ul>

**SAMPLE SPONSORS:**

