

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

AMA Sponsorship Contact: John Cass | VP of Sponsorship | sponsorship@amaboston.org

SPOTLIGHT SESSIONS

<p>Panel Discussion \$2,500</p>	<ul style="list-style-type: none"> ➤ Create an executive panel discussion with 2-3 experts (VP and above). ➤ The topic should be educational and inspiring, i.e. trends, emerging trends (tech, martech,) etc. ➤ Panel duration is one hour: 30-40 minutes of interviews, rest will focus on audience Q&A. ➤ The sponsor will be mentioned on all marketing materials, including logo and picture of the speaker on social cards. ➤ The sponsor will be highlighted on social: Minimum 7 times (LinkedIn, Twitter and Facebook). ➤ Live tweets during the event. ➤ Post event: ➤ The recording will be posted on YouTube and promoted via our channels.
<p>Spotlight at Marketing Mingle \$1,500</p>	<ul style="list-style-type: none"> ➤ 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. ➤ The sponsor will be mentioned on all marketing materials, including logo and picture of the speaker on social cards. ➤ The sponsor will be highlighted on social: Minimum 3 times (LinkedIn, Twitter and Facebook). ➤ Live tweets during the event. ➤ Post event: <ul style="list-style-type: none"> ▪ The recording will be posted on YouTube and promoted via our channels.

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MEDIA PACKAGES

Podcast Spot \$1,500	<ul style="list-style-type: none">➤ An exclusive audio spot where we allow you to plug your work, business, brand, or more for six episodes of the show.➤ The sponsor will be highlighted on social: Minimum 3 times (LinkedIn, Twitter, and Facebook) for each podcast.➤ The sponsor will be mentioned in any associated blog posts.
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COLLEGIATE PACKAGES

Executive Collegiate Event Package \$2,500	<ul style="list-style-type: none"> ➤ 2 sponsored newsletters ➤ 1 dedicated newsletter ➤ Eventbrite sponsor callout ➤ Sponsored slide on deck ➤ Blog post about your company (Q&A, interview, etc.) ➤ Sponsored logo on Collegiate webpage
Virtual Networking Event Package \$1,500	<ul style="list-style-type: none"> ➤ 2 sponsored newsletters ➤ 1 dedicated newsletter ➤ Eventbrite sponsor callout ➤ Sponsored slide on deck
Student Newsletter Sponsorship \$500	<ul style="list-style-type: none"> ➤ 1 dedicated newsletter ➤ College/university logo with sponsored message

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SAMPLE SPONSORS:

