

LEARN.
CONNECT.
GROW.



Birmingham

amabirmingham.org



SPONSORSHIP PROPOSAL



Welcome

The Birmingham Chapter of the American Marketing Association exists to serve the marketers, companies, and agencies that are making Birmingham one of the most exciting cities in the country. We could not do this work without your support!

Your sponsorship comes with perks, and we can help you leverage those benefits throughout our exciting slate of programs. These programs provide an unparalleled opportunity for your company to gain exposure and build connections with marketing professionals, business owners, and agency owners. Just let us know when particular speakers and events align with your mission and vision, and we will help you get the most out of your sponsorship package.

Everything that we are doing in the coming year was planned with you in mind. We want to help marketers grow in their careers, and we want to help companies develop their talent. How can we better serve companies like yours? We would love to hear your ideas.

We appreciate your support and I look forward to working with you to make 2019-2020 a landmark year for the Birmingham marketing community.

Jamie Parris, President
jamie.parris@amabirmingham.org
205.306.4171

Our Vision

AMA Birmingham is the leading professional marketing organization in Central Alabama.

AMA Birmingham empowers marketers by connecting them with innovative and successful brands and affiliated professionals that are known for delivering exceptional customer experiences, gaining a competitive edge through networking opportunities, finding marketing jobs in Alabama and country-wide, engaging in discussions with industry experts, and participating in educational programs. You also get access to a vast library of marketing tools and resources to stay ahead in today's fast-paced business world.

Since 1965, we thrive our best to offer a venue for continued learning, professional development, and empower networking.

- SIGNATURE SERIES LUNCHEONS
- EDUCATIONAL WORKSHOPS
- MAGIC CITY MARKETING AWARDS
- TRENDY TOPICS
- AND MORE!

19

Events

25

Sponsors

139

Members

We are part of The American Marketing Association (AMA), one of the largest professional associations for marketers, which has 38,000 members worldwide in every area of marketing. For more than six decades, the AMA has been the leading source of information, knowledge sharing, and development in the marketing profession.

About Our Events

Education is a continual process.

SIGNATURE SERIES LUNCHEONS

Thought-leading content with real-world application delivered by C-level marketing leaders providing you the “know how” to thrive in the ever-changing landscape in both B2C & B2B industries. AMA Birmingham holds monthly educational meetings over lunch at The Harbert Center on the third Wednesday of each month (excluding July), from 11:30am-1pm. Networking starts at 11:30am, and the program starts at noon.

EDUCATIONAL WORKSHOPS

Presenting one of many Workshops that delve into the nuts and bolts of some of the best, and most requested, topics in marketing. From understanding how content marketing is the new business storyteller to how executing a video marketing campaign.

THE MAGIC CITY MARKETING AWARDS

Celebrate excellence in marketing with some of Birmingham’s best marketers. We give marketers at local companies and non-profits the credit that they deserve. During this event, we honor the winners and finalists of our inaugural Magic City Marketing Awards.

TRENDY TOPICS

Marketing professionals meet in a more casual setting (think coffee or cocktails!) to discuss trends, happenings, tools and more. It’s an open discussion-type event where attendees share as much as our presenters do. The first Trendy Topics covered tools, lessons and trends from Social Media Marketing World 2019.

Participants

We Succeed Together.

LEARN

Gain access to a vast database of members-only resources, tools and content and benefit from the experience of other marketers. Members also learn and develop skills by participating in our year-round educational programs and events.

CONNECT

Build your network by connecting and interfacing with marketing professionals both locally and nationally, including some of the industry's thought leaders, to create a well-developed network.

GROW

AMA is committed to equipping our members both for the present and future of marketing. Attend conferences, luncheons and workshops, and take advantage of leadership opportunities by volunteering or joining the board to bolster your experience and resume.

Testimonial

MATTHEW HEATH, DIRECTOR OF MARKETING

“ I chose to join AMA of Birmingham for a few reasons. **I believe that it is important to live and breathe what you want to be best at.** Joining the largest professional association of marketers was a necessary step. Also, I have always operated on my own. I learn on my own, grow on my own... I don't often find people that have the same passion for acquiring knowledge as I do so in the field of Marketing, my hope is to find ways to network with other marketers and marketing departments. Simply as a way to explore routes of knowledge that I may not find when I am attempting to do things on my own. ”



Our Members

Join us as we empower and strengthen Birmingham's marketing community.

Started in 1958, and chartered in 1965, AMA Birmingham is a diverse group of marketing professionals representing a variety of marketing disciplines: decision-makers, marketing professionals, small business owners, executives, founders, educators, and students from advertising, public relations, digital media, product management, research, consulting firms, and the rest of the marketing spectrum. Our chapter is made up of a diverse group of marketing professionals — from corporate executives to small business owners, from marketing educators to students.

GENDER

44% Male
56% Female

COMMUNITY MAKEUP

82% Professionals
11% Collegiate
7% Students

Presidents, VPs,
Development, Advisors

21%

Directors,
Executives, Managers

33%

Owners,
Specialists, Professors

18%

Coordinators,
Interns and others

28%

“We make a living by what we get, but we make a life by what we give.”

- Winston Churchill

Current and Past Partners

Your support to our marketing community means a lot.



Event Calendar

Put your company in front of the most dynamic group of marketing professionals through events and co-branded programs. Host and showcase your services and connect face-to-face with those who can positively impact your business.

Network local.

| Birmingham Answers In Action™

Luncheons

EVENT STYLE

- Monthly educational meetings and networking.

EVENT SET-UP

- Complete lunch menu with service
- Lunchtime

TICKET STRUCTURE

- Non-Members
- AMA Members
- Sponsors
- Students

Workshops

EVENT STYLE

- Interactive courses from industry leaders on a variety of marketing topics.

EVENT SET-UP

- Self-serve lunch by one of our sponsors
- Lunchtime

TICKET STRUCTURE

- Non-Members
- AMA Members
- Sponsors
- Students



EVENT STYLE

- Mix & Mingle with short awards program to celebrate excellence in marketing.

EVENT SET-UP

- Beer/wine with heavy hors d'oeuvres
- Evening

TICKET STRUCTURE

- Non-Members
- AMA Members
- Awards Finalists
- Sponsors
- Students



EVENT STYLE

- Local marketers share about new marketing tools and recent conferences.

EVENT SET-UP

- Coffee (or cocktails!)
- Morning or evening

TICKET STRUCTURE

- Non-Members
- AMA Members

Sponsorship Packages



\$3,000

PRESENTING SPONSOR PACKAGE

Online Media	Other Media	Events	Other Benefits
<p>LOGO, BIO, CONTACT On AMA Birmingham's website sponsor page</p>	<p>DISPLAY BANNERS Name recognition on display and banners, which serve as backdrop</p>	<p>SIGNATURE SERIES LUNCHEONS 2 Tickets</p>	<p>RECOGNITION Slideshows, Podium, Designated Table (2x/year) at Signature Series Luncheons</p>
<p>PRESS RELEASES Name recognition in all press releases related to our Signature Series Luncheons</p>	<p>DISPLAY BANNERS Logo placement on display and banners, which serve as backdrop</p>	<p>EDUCATIONAL WORKSHOPS Reduced Price Tickets</p>	<p>APPRECIATION ACTIVITY Fun & free for one partner representative</p>
<p>LOGO PLACEMENT In all email communications and updated 1x/year</p>	<p>FLYERS DISTRIBUTION At Signature Series Luncheons 3x/year</p>	<p>MAGIC CITY MARKETING AWARDS Reduced Price Tickets</p>	<p>TAX DEDUCTION AMA Birmingham is a qualified 501C(3)</p>
<p>JOB LISTINGS Free job listings advertisement on AMA Birmingham's website</p>	<p>POSTINGS 10x/year through our social media</p>	<p>TRENDY TOPICS Free when a Member</p>	<p>PSA A 30-sec "Public Service Announcement" 2x/year</p>
<p>PRESS RELEASES Prominent name recognition in all press releases related to our MCMA event*</p>	<p>MENTION Prominent ad in the official event program*</p>	<p>OFFICIAL EVENT NAME Sponsor name will be part of the official event name*</p>	<p>PRINTED MATERIALS Save the Date, Invitations*</p>

PLATINUM SPONSOR PACKAGE

\$3,500

Online Media

LOGO, BIO, CONTACT
On AMA Birmingham's
website sponsor page

PRESS RELEASES
Name recognition in all
press releases related to our
Signature Series Luncheons

LOGO PLACEMENT
In all email communications
and updated 1x/year

JOB LISTINGS
Free job listings
advertisement on AMA
Birmingham's website

Other Media

DISPLAY BANNERS
Name recognition on
display and banners,
which serve as backdrop

DISPLAY BANNERS
Logo placement on
display and banners,
which serve as backdrop

FLYERS DISTRIBUTION
At Signature Series
Luncheons 3x/year

POSTINGS
10x/year through our
social media

Events

SIGNATURE SERIES
LUNCHEONS
2 Tickets

EDUCATIONAL
WORKSHOPS
Reduced Price Tickets

MAGIC CITY MARKETING
AWARDS
Reduced Price Tickets

TRENDY TOPICS
Free when a Member

Other Benefits

RECOGNITION
Slideshows, Podium,
Designated Table (2x/year) at
Signature Series Luncheons

APPRECIATION ACTIVITY
Fun & free for one partner
representative

TAX DEDUCTION
AMA Birmingham is a
qualified 501C(3)

PSA
A 30-sec "Public Service
Announcement" 1x/year

***AMA MEMBERSHIP INCLUDED* | One yearly membership | Cash partner only**

GOLD SPONSOR PACKAGE

\$2,500

Online Media

LOGO, BIO, CONTACT
On AMA Birmingham's
website sponsor page

PRESS RELEASES
Name recognition in all
press releases related to our
Signature Series Luncheons

LOGO PLACEMENT
In all email communications
and updated 1x/year

JOB LISTINGS
Free job listings
advertisement on AMA
Birmingham's website

Other Media

DISPLAY BANNERS
Name recognition on
display and banners,
which serve as backdrop

DISPLAY BANNERS
Logo placement on
display and banners,
which serve as backdrop

FLYERS DISTRIBUTION
At Signature Series
Luncheons 2x/year

POSTINGS
5x/year through our
social media

Events

SIGNATURE SERIES
LUNCHEONS
1 Ticket

EDUCATIONAL
WORKSHOPS
Reduced Price Tickets

MAGIC CITY MARKETING
AWARDS
Reduced Price Tickets

TRENDY TOPICS
Free when a Member

Other Benefits

RECOGNITION
Slideshows, Podium,
Designated Table (1x/year) at
Signature Series Luncheons

APPRECIATION ACTIVITY
Fun & free for one partner
representative

TAX DEDUCTION
AMA Birmingham is a
qualified 501C(3)

PSA
A 30-sec "Public Service
Announcement" 1x/year

SILVER SPONSOR PACKAGE

\$1,900

Online Media

LOGO, BIO, CONTACT
On AMA Birmingham's
website sponsor page

PRESS RELEASES
Name recognition in all
press releases related to our
Signature Series Luncheons

LOGO PLACEMENT
In all email communications
and updated 1x/year

JOB LISTINGS
Free job listings
advertisement on AMA
Birmingham's website

Other Media

DISPLAY BANNERS
Name recognition on
display and banners,
which serve as backdrop

DISPLAY BANNERS
Logo placement on
display and banners,
which serve as backdrop

FLYERS DISTRIBUTION
At Signature Series
Luncheons 1x/year

POSTINGS
3x/year through our
social media

Events

SIGNATURE SERIES
LUNCHEONS
Regular Price Tickets

EDUCATIONAL
WORKSHOPS
Reduced Price Tickets

MAGIC CITY MARKETING
AWARDS
Reduced Price Tickets

TRENDY TOPICS
Free when a Member

Other Benefits

RECOGNITION
Slideshows, Podium

APPRECIATION ACTIVITY
Fun & free for one partner
representative

TAX DEDUCTION
AMA Birmingham is a
qualified 501C(3)

Photo Gallery

Highlights of 2018-2019.



2019 Signature Series Luncheon



2019 Signature Series Luncheon



2019 Signature Series Luncheon



2019 Signature Series Luncheon



2019 Magic City Marketing Awards



2019 Magic City Marketing Awards



2019 Signature Series Luncheon



2019 Magic City Marketing Awards



2019 Magic City Marketing Awards

Contact Us

We look forward to forging a valuable partnership with you. The sooner you get on board the more engagement opportunities you will have. **Ready to get started?**

Please contact Alexandra Lloyd at alexandra.lloyd@amabirmingham.org.

Already a sponsor? Do you want to submit an address change or distribute your company flyers at our next Signature Series Luncheon? Please visit amabirmingham.org/ama-sponsors and click on the link at the top of the page to submit your request.

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