SPONSORSHIP

PROPOSAL

LEARN.
CONNECT.
GROW.

amabirmingham.org

Birmingham

SPONSORSHIP
PROPOSAL
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.

We appreciate your support and look forward to working with you to make 2019-2020 a landmark year for the Birmingham marketing community. We want to make Birmingham the most exciting place for marketers, companies, and agencies that are helping to make Birmingham one of the most exciting cities in the country. We could not do this work without your support.

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.

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

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.
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.

Participants
We Succeed Together.

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

- **21%**
- **18%**
- **33%**
- **28%**

Presidents, VPs, Development, Advisors
Directors, Executives, Managers
Owners, Specialists, Professors
Coordinators, Interns and others
Current and Past Partners

Your support to our marketing community means a lot.

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

- Winston Churchill
# Event Calendar

## Network local.

<table>
<thead>
<tr>
<th>Luncheons</th>
<th>Workshops</th>
<th>Awards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AM&gt; Birmingham</strong></td>
<td><strong>Answers In Action™</strong></td>
<td><strong>MAGIC CITY MARKETING AWARDS</strong></td>
</tr>
<tr>
<td><strong>EVENT STYLE</strong></td>
<td><strong>EVENT STYLE</strong></td>
<td><strong>EVENT STYLE</strong></td>
</tr>
<tr>
<td>- Monthly educational meetings and networking.</td>
<td>- Interactive courses from industry leaders on a variety of marketing topics.</td>
<td>- Mix &amp; Mingle with short awards program to celebrate excellence in marketing.</td>
</tr>
<tr>
<td><strong>EVENT SET-UP</strong></td>
<td><strong>EVENT SET-UP</strong></td>
<td><strong>EVENT SET-UP</strong></td>
</tr>
<tr>
<td>- Complete lunch menu with service</td>
<td>- Self-serve lunch by one of our sponsors</td>
<td>- Beer/wine with heavy hors d’oeuvres</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Evening</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>EVENT SET-UP</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Coffee (or cocktails!)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Morning or evening</td>
</tr>
<tr>
<td><strong>TICKET STRUCTURE</strong></td>
<td><strong>TICKET STRUCTURE</strong></td>
<td><strong>TICKET STRUCTURE</strong></td>
</tr>
<tr>
<td>- Non-Members</td>
<td>- Non-Members</td>
<td>- Non-Members</td>
</tr>
<tr>
<td>- AMA Members</td>
<td>- AMA Members</td>
<td>- AMA Members</td>
</tr>
<tr>
<td>- Sponsors</td>
<td>- Sponsors</td>
<td>- Awards Finalists</td>
</tr>
<tr>
<td>- Students</td>
<td></td>
<td>- Sponsors</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Students</td>
</tr>
</tbody>
</table>

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.
## Sponsorship Packages

### Presenting Sponsor Package

**Price:** $3,000

**Other Media**
- **TAX DEDUCTION:** AMA Birmingham is a qualified 501C(3)

**PRESS RELEASES**
- Name recognition in all press releases related to our MCMA event*

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

**EDUCATIONAL WORKSHOPS**
- Reduced Price Tickets

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

**FLYERS DISTRIBUTION**
- At Signature Series Luncheons 3x/year

**MAGIC CITY MARKETING AWARDS**
- Reduced Price Tickets

**JOB LISTINGS**
- Free job listings advertisement on AMA Birmingham’s website

**POSTINGS**
- 10x/year through our social media

**TRENDY TOPICS**
- Free when a Member

**PRESS RELEASES**
- Prominent name recognition in all press releases related to our MCMA event*

**MENTION**
- Prominent ad in the official event program*

**OFFICIAL EVENT NAME**
- Sponsor name will be part of the official event name*

**PRINTED MATERIALS**
- Save the Date, Invitations*

**APPRECIATION ACTIVITY**
- Fun & free for one partner representative

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

**SIGNATURE SERIES LUNCHEONS**
- 2 Tickets

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

**LOGO, BIO, CONTACT**
- On AMA Birmingham’s website sponsor page

**OFFICIAL EVENT NAME**
- Sponsor name will be part of the official event name*

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**OFFICIAL EVENT NAME**
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**PRINTED MATERIALS**
- Save the Date, Invitations*
## PLATINUM SPONSOR PACKAGE

### $3,500

### Online Media
- **LOGO, BIO, CONTACT**
  - On AMA Birmingham’s website sponsor page

### Other Media
- **DISPLAY BANNERS**
  - Name recognition on display and banners, which serve as backdrop

### Events
- **SIGNATURE SERIES LUNCHEONS**
  - 2 Tickets

### Other Benefits
- **RECOGNITION**
  - Slideshows, Podium, Designated Table (2x/year) at Signature Series Luncheons

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

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

- **EDUCATIONAL WORKSHOPS**
  - Reduced Price Tickets

- **APPRECIATION ACTIVITY**
  - Fun & free for one partner representative

- **LOGO, BIO, CONTACT**
  - On AMA Birmingham’s website sponsor page

- **FLYERS DISTRIBUTION**
  - At Signature Series Luncheons 3x/year

- **MAGIC CITY MARKETING AWARDS**
  - Reduced Price Tickets

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

- **JOB LISTINGS**
  - Free job listings advertisement on AMA Birmingham’s website

- **POSTINGS**
  - 10x/year through our social media

- **TRENDY TOPICS**
  - Free when a Member

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

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

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

- **MAGIC CITY MARKETING AWARDS**
  - Reduced Price Tickets

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

- **JOB LISTINGS**
  - Free job listings advertisement on AMA Birmingham’s website

- **POSTINGS**
  - 10x/year through our social media

- **TRENDY TOPICS**
  - Free when a Member

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

### Additional Benefits
- **PSA**
  - A 30-sec “Public Service Announcement” 1x/year

*AMA MEMBERSHIP INCLUDED* | One yearly membership | Cash partner only
<table>
<thead>
<tr>
<th>Online Media</th>
<th>Other Media</th>
<th>Events</th>
<th>Other Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGO, BIO, CONTACT&lt;br&gt;On AMA Birmingham’s website sponsor page</td>
<td>DISPLAY BANNERS&lt;br&gt;Name recognition on display and banners, which serve as backdrop</td>
<td>SIGNATURE SERIES LUNCHEONS&lt;br&gt;1 Ticket</td>
<td>RECOGNITION&lt;br&gt;Slideshows, Podium, Designated Table (1x/year) at Signature Series Luncheons</td>
</tr>
<tr>
<td>PRESS RELEASES&lt;br&gt;Name recognition in all press releases related to our Signature Series Luncheons</td>
<td>DISPLAY BANNERS&lt;br&gt;Logo placement on display and banners, which serve as backdrop</td>
<td>EDUCATIONAL WORKSHOPS&lt;br&gt;Reduced Price Tickets</td>
<td>APPRECIATION ACTIVITY&lt;br&gt;Fun &amp; free for one partner representative</td>
</tr>
<tr>
<td>LOGO PLACEMENT&lt;br&gt;In all email communications and updated 1x/year</td>
<td>FLYERS DISTRIBUTION&lt;br&gt;At Signature Series Luncheons 2x/year</td>
<td>MAGIC CITY MARKETING AWARDS&lt;br&gt;Reduced Price Tickets</td>
<td>TAX DEDUCTION&lt;br&gt;AMA Birmingham is a qualified 501C(3)</td>
</tr>
<tr>
<td>JOB LISTINGS&lt;br&gt;Free job listings advertisement on AMA Birmingham’s website</td>
<td>POSTINGS&lt;br&gt;5x/year through our social media</td>
<td>TRENDY TOPICS&lt;br&gt;Free when a Member</td>
<td>PSA&lt;br&gt;A 30-sec “Public Service Announcement” 1x/year</td>
</tr>
</tbody>
</table>
## SILVER SPONSOR PACKAGE

<table>
<thead>
<tr>
<th>Online Media</th>
<th>Other Media</th>
<th>Events</th>
<th>Other Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGO, BIO, CONTACT</td>
<td>DISPLAY BANNERS</td>
<td>SIGNATURE SERIES LUNCHEONS</td>
<td>RECOGNITION</td>
</tr>
<tr>
<td>On AMA Birmingham’s website sponsor page</td>
<td>Name recognition on display and banners, which serve as backdrop</td>
<td>Regular Price Tickets</td>
<td>Slideshows, Podium</td>
</tr>
<tr>
<td>PRESS RELEASES</td>
<td>DISPLAY BANNERS</td>
<td>EDUCATIONAL WORKSHOPS</td>
<td>APPRECIATION ACTIVITY</td>
</tr>
<tr>
<td>Name recognition in all press releases related to our Signature Series Luncheons</td>
<td>Logo placement on display and banners, which serve as backdrop</td>
<td>Reduced Price Tickets</td>
<td>Fun &amp; free for one partner representative</td>
</tr>
<tr>
<td>LOGO PLACEMENT</td>
<td>FLYERS DISTRIBUTION</td>
<td>MAGIC CITY MARKETING AWARDS</td>
<td>TAX DEDUCTION</td>
</tr>
<tr>
<td>In all email communications and updated 1x/year</td>
<td>At Signature Series Luncheons 1x/year</td>
<td>Reduced Price Tickets</td>
<td>AMA Birmingham is a qualified 501C(3)</td>
</tr>
<tr>
<td>JOB LISTINGS</td>
<td>POSTINGS</td>
<td>TRENDY TOPICS</td>
<td></td>
</tr>
<tr>
<td>Free job listings advertisement on AMA Birmingham’s website</td>
<td>3x/year through our social media</td>
<td>Free when a Member</td>
<td></td>
</tr>
</tbody>
</table>

**Price:** $1,900
Photo Gallery

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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