

AMA Cincinnati 2023 Sponsoring Partner Prospectus

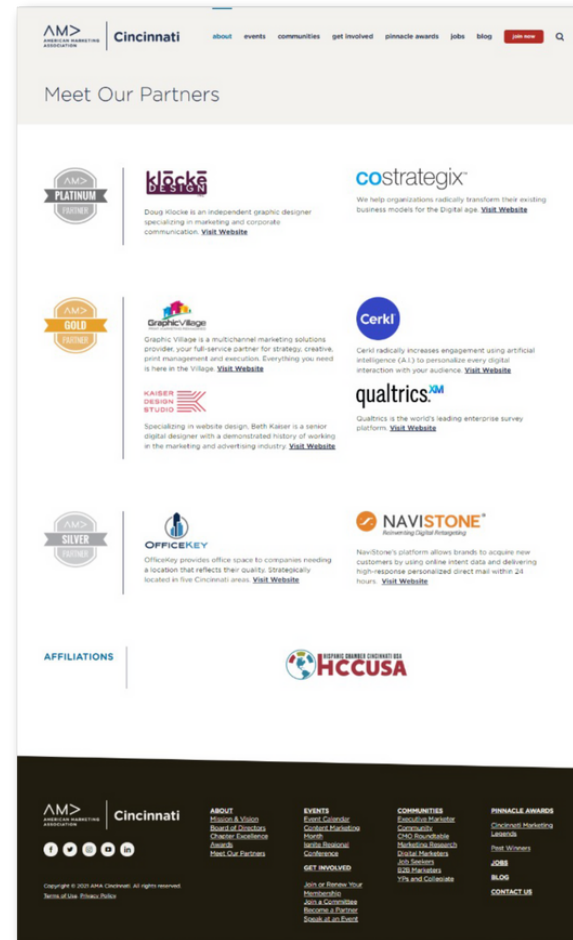
AMA Cincinnati provides many ways for companies serving marketing professionals to engage, network and build relationships with hundreds of members and thousands of regional marketing professionals the chapter reaches every month through its inbound and outbound communications efforts. Our award-winning chapter holds more than 70 volunteer-led events each program year (September through June) serving numerous marketing communities.



Cincinnati

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We depend on financial and in-kind support from generous and active sponsoring partners to enable us to provide the level of programming our members and guests expect. We take the value exchange seriously and approach it creatively with flexible Sponsoring Partner Programs tailored to your marketing goals from awareness/brand building to professional development to talent acquisition. Sample sponsorship packages and chapter programs follow.



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Sample Annual Sponsoring Partner Packages

VALUE ELEMENT	PLATINUM	GOLD	SILVER	BRONZE
Minimum Investment	\$10,000	\$5,000	\$2,500	\$1,000
Complimentary event tickets to all paid events	2 tickets to each/any	2 tickets to any 3	2 tickets to 2 (excludes Ignite)	2 tickets to 1 (excludes Ignite)
Blog feed to AI newsletter, social media shoutouts	X	X	X	X
Logo placement with link on website	X	X	X	X
Logo placement on email footer	X	X	X	X
Logo placement on select print pieces / signage	X	X	X	
Verbal recognition	All major events and select others	At least 3 events	At least 1 event	
Price drawing (for business card collection)	Any paid event	3 events	1 event	
Promo item placement	Seat Drop - 1 Swag Bag - 1	Swag Bag - 1		
Exhibitor table at paid event(s)	X	X		
Logo placement on individual event landing page	Pick 3	Pick 1		
Complimentary individual AMA Membership (\$149 value each; non-transferable)	2	1		
Chance to introduce keynote speaker	2	1		
Advisory Committee representation	X	X		
One featured email blast to distribution	X			

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Sample Add-On/One-Off Options



- Event Presenting Sponsor: \$7,500



- Exclusive Happy Hour Sponsor: \$5,000



- Student "Scholarship" for Membership and/or Paid Events: \$500 per school/student

Contact partnerships@amacincinnati.org to discuss the possibilities. Find detailed chapter information at amacincinnati.org.



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Chapter Programs/Events

PROGRAM	TARGET AUDIENCE	FORMAT	AUDIENCE SIZE	FREQUENCY	TIMEFRAME	MORE INFO/EXAMPLES
IGNITE! Conference	Mid-senior level Marketing, CX, Research, Sales, Customer Service, HR, Internal Comms Professionals	Full-day conference with keynotes, workshops, tracks, networking, expo, experiential surprises	125+	Annual	September	https://igniteama.com/
Pinnacle Awards	Agencies, Corporate Marketers, Students	Evening Awards Celebration	100+	Annual	December	https://www.amacincinnati.org/pinnacle-awards/
Holiday Fund & Friend Raiser	Broad Marketing Community	Collaborative event held with other marketing-related orgs (IABC, Ad Club, Together Digital, PRSA, IAGA, IXDA, Digital Customer Experience Meetup) - fun networking with charitable element	75+	Annual	January	https://www.eventbrite.com/e/holiday-hangover-and-fundraiser-tickets-488584939707
Content Marketing Month	All levels (students through C-Suite Pros) who drive or depend on content	Full month of multiple events (as described below) focused on Content	Varies	Annual	January	https://www.amacincinnati.org/events-overview/content-marketing-month/
Trailblazer Speaker Series	Mid-Senior level Marketers and Related Professionals	Keynote presentation over lunch	50+	2-4x/year	November, January, March, May (e.g.)	https://www.eventbrite.com/e/cmm-2023-trailblazer-series-tickets-490287451967



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Chapter Programs/Events (continued)

PROGRAM	TARGET AUDIENCE	FORMAT	AUDIENCE SIZE	FREQUENCY	TIMEFRAME	MORE INFO/EXAMPLES
CMO Roundtable & Exec Marketer Programs	Executive/Senior Marketing Leaders	Collaborative program with Cincinnati Regional Chamber featuring a CMO Roundtable and select other events	15-20	Bi-monthly plus 2	January, February, April, June, August, October, November, December	https://www.amacincinnati.org/communities/cmo-roundtable/
Workforce Development Series	Professionals seeking jobs or career advancement	Varied: workshops, panels, discussions, networking	15-35	4-6/year	Oct-June	https://www.eventbrite.com/e/negotiating-a-job-offer-in-2023-and-beyond-tickets-464747842307
AMA Cincinnati Agency	Agency, Independent, and corporate professionals interested in applying their skills to help nonprofits and startups	6-month projects completed by volunteers on a "pro-bono" basis for selected nonprofits and startups in Cincinnati	35 volunteers, 8 clients, broader Cincinnati community	Annual	Jan-June	https://www.amacincinnati.org/get-involved/ama-cincinnati-agency/
Mentorship Program	Early to mid-career professionals as mentees, mid-career to experienced professionals as mentors	Pairs matched based on interests and experiences. Kickoff event in January with 1-1 meetings over the course of six months	10 mentors; 10 mentees	Annual	Jan-June	https://www.amacincinnati.org/mentorship-program/
B2B Marketing Community	B2B marketers	Usually virtual	10-35	Monthly	First Thursday 7:45-9 a.m.	https://www.amacincinnati.org/communities/b2b-marketers/



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Chapter Programs/Events (continued)

PROGRAM	TARGET AUDIENCE	FORMAT	AUDIENCE SIZE	FREQUENCY	TIMEFRAME	MORE INFO/EXAMPLES
Consumer Marketing Community	B2C marketers	Usually virtual	10-35	Monthly	Fourth Tuesday 11:30 a.m. - 1:00 p.m.	https://www.amacincinnati.org/communities/consumer-brand-marketers/
Digital Marketing & Technology Community	Digital marketing professionals	Usually virtual	10-35	Monthly	Second Wednesday 11:30 a.m. - 1:00 p.m.	https://www.amacincinnati.org/communities/digital-marketers/
Marketing Research Community	Marketing research and insights professionals	Usually virtual	10-35	Monthly	Fourth Wednesday 7:45-9 a.m.	https://www.amacincinnati.org/communities/marketing-research/
Job Transition Community	Job seekers	Usually virtual	10-35	Monthly	Fourth Wednesday 11:30 a.m. - 1:00 p.m.	https://www.amacincinnati.org/communities/job-seekers/
Nonprofit Marketing Community Pilot	Nonprofit marketers	Usually virtual	10-35	Monthly	TBD	TBD

