

2020-21 Sponsorship Opportunities

Establishing sponsor partnerships with area businesses ensures that we will be able to provide amazing experiences to our community. Our community includes AMA members, marketing and business professionals and students, and sponsors from the greater Southwest Michigan area.

AMA Southwest Michigan Community*	
Email subscribers	585
Linkedin followers	304
Facebook followers	520
Twitter followers	483
Mailing list	208

* Statistics as of July 2020

Event schedule

We host 8 speaker series events, 1 annual conference, and 3+ special events during a typical programming year, which runs from September 2020 to June 2021. Here is a snapshot of our event schedule.

Speaker Series

September 17, 2020 - Webinar via Zoom
 October 15, 2020 - Webinar via Zoom
 November 19, 2020 - Webinar via Zoom
 January 21, 2021 - In-person (or Zoom)
 February 18, 2021 - In-person (or Zoom)
 March 18, 2021 - In-person (or Zoom)
 April 15, 2021 - In-person (or Zoom)
 May 20, 2021 - In-person (or Zoom)

Annual Conference

Spring or Fall of 2021

Special Events

December 10, 2020 - Sponsor Webinar
 Spring and Summer Networking Mixers

With events and interactions being digital in 2020 and potentially in the future, we are looking to work with Sponsors in new and creative ways to provide value to each other and our community. Here are ways you can get involved with AMA SW Michigan.

Premiere Sponsorships

Taking advantage of a new area of connecting with our community in new and creative ways, we have some new sponsorship opportunities available!

Zoom Event Sponsorship - \$500 per event

For September, October, and November 2020 (and possibly additional future events), we'll be digital and deliver amazing content with speakers from around the globe to our community via Zoom! As Zoom event sponsor you will be front and center at 1 digital event co-host with SW Michigan AMA.

Zoom Sponsor		\$500
Term		1 virtual event
Complimentary Tickets		unlimited tickets
Recognition at digital event		x
Event Communication (Sponsor logo)		x
Social Media Promotion		1 mention
Elevator Pitch at digital (3 min)		1 event

Custom Sponsorship

To help delight our audience and make up for the lack of in-person interaction, we're looking for creative ways to work with sponsors - either through cash sponsorship or in-kind services. Share your ideas and we'll work with you to create a customer sponsorship package!

Annual Sponsorship

We offer a continuum of Annual Sponsorship opportunities that deliver a variety of benefits you can take advantage of during our 2020-21 programming year.

Annual Sponsorships	Platinum Sponsor \$2,500	Gold Sponsor \$1,500	Silver Sponsor \$1,000	Supporter \$250
Term	All events	5 events	3 events	2 events
Complimentary Tickets	3 tickets	2 tickets	2 tickets	1 ticket
Recognition at All Events (Sponsor logo)	x	x	x	Name
Event Communication (Sponsor logo)	x	x	x	Name
Social Media Promotion	3 mentions	2 mentions	1 mention	1 group mention
Website (Sponsor logo)	x	x	x	
Elevator Pitch at Event (3 min)	2 events	1 event	1 event	

Annual Conference Sponsorship

The Annual Conference is a full day event featuring 5 speaker presentations, an exhibit hall with 14 sponsors, sponsor recognition and networking time, breakfast, lunch, and a great audience of area business and marketing professionals and AMA members.

This event historically has taken place at the beginning of our programming year (November 2020), but with plans to host digital events through the remainder of 2020, we're looking at holding this event in the Spring or Fall of 2021.

Conference Sponsorships	Platinum \$1,500	Gold \$1,000	Silver \$750
Complimentary general Admission Event Tickets (valued at \$249 each)	4 tickets	3 tickets	2 tickets
Table Top Booth (networking area during all breaks)	x	x	x
Sponsor banner (speaker stage)	Large logo	Smaller logo	Name
Holding slides during the conference	Large logo	Smaller logo	Name
Program & Direct Mail	Large logo	Smaller logo	
Conference Email	Large logo	Smaller logo	
Conference Registration Web Page	Large logo	Smaller logo	
Promotion via Social Media	x	x	
Full Page Handout/Promo Info (provided by sponsor)	x		
Thank you from conference chair	x		

Contact Us

If you are interested in sponsoring the Southwest Michigan AMA chapter, please contact our AMA Board of Directors Sponsorship Committee:

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