



# Southwest Michigan

Reach out to the people who buy your products and services and be recognized as a member of the marketing community.

### Your Audience is our Membership

AMA Southwest Michigan membership consists of marketing professionals, marketing educators, and business community members in Southwest Michigan. In addition, the chapter is rapidly growing with a subscriber base of more than 500 marketing and business professionals. The AMA Southwest Michigan territory includes Kalamazoo, Calhoun, Van Buren, St. Joseph, Allegan, Barry, Branch, and Eaton counties.

	Platinum Sponsor \$2,500	Gold Sponsor \$1,500	Silver Sponsor \$1,000	Bronze Sponsor \$500	Supporter \$250
<b>Term</b>	All events	5 events	3 events	2 events	1 event
<b>Complimentary Tickets</b>	3 tickets	2 tickets	2 tickets	1 ticket	1 ticket
<b>Highlight at Event</b>	x	x	x	x	x
<b>Event Email/Registration (Sponsor logo)</b>	x	x	x	x	x
<b>Elevator Pitch at Event (3 min)</b>	Two events	One event	One event	One event	
<b>Event Direct Mailer (Sponsor logo)</b>	x	x	x	x	
<b>Social Media Promotion</b>	x	x	x	x	
<b>Information Distribution at Event</b>	x	x	x	x	
<b>Mixer Sponsor</b>	3 mixers	3 mixers	2 mixers	1 mixer	
<b>Website (Sponsor logo)</b>	x	x	x		

### AMA SW Michigan In-Kind Sponsorship Programs

In-kind sponsors provide the goods and services our chapter needs to deliver a quality program to our members. The broad spectrum of services that the chapter requires varies with each event. In-kind sponsorship benefits are customized to match the level of the goods and services being provided.

### Other Opportunities

Sponsorships are not limited to the above packages; we are open to ideas that best fit your promotional strategies or needs. We would be happy to discuss any opportunity to work together.

### Reach out to AMA Members

AMA Southwest Michigan is dedicated to being an essential resource for advancing the practice of marketing and the professional development of marketers. This means providing value to our members by giving access to critically important information and valuable contacts that help boost careers and build businesses.

AMA Southwest Michigan provides sponsors with the opportunity to communicate with our members in a unique way that enhances the images of the sponsor firm while building relationships with those people you want to reach.

### Contact Us

Email : [partner@amaswmichigan.com](mailto:partner@amaswmichigan.com) Website: [www.amaswmichigan.com](http://www.amaswmichigan.com)

Make checks payable to: AMA Southwest Michigan, PO Box 1406, Portage, MI 49081