



AMA | DETROIT
 AMERICAN MARKETING ASSOCIATION

2009-2010 SPONSORSHIP OPPORTUNITIES

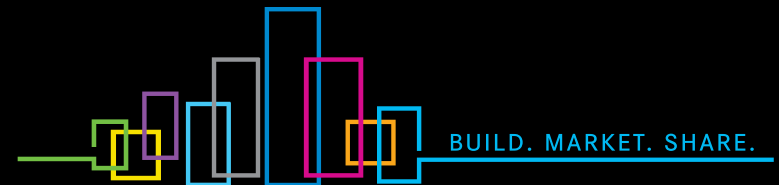


amadetroit.com
 info@amadetroit.com

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AMA | DETROIT 2009-2010 SPONSORSHIP OPPORTUNITIES

Annual Chapter Sponsor: \$1,500

As an Annual Chapter Sponsor, you'll receive a host of exclusive opportunities to leverage your relationship with the American Marketing Association's Detroit chapter. You'll be recognized at all monthly programs and have the ability to display and distribute company materials at all AMA Detroit events – reaching hundreds of AMA members and event attendees throughout the year. Benefits include:

- company logo prominently featured on our web site for one year
- company logo featured on all event programs
- company logo featured on all promotional materials
- opportunity to distribute promotional materials at all events
- two complimentary seats at each monthly event with an opportunity to buy up to 8 additional seats at a 25% discount
- the opportunity to send one annual e-mail communication through AMA Detroit directly to AMA Detroit members
- contact information for other AMA Detroit partners and sponsors
- first rights to opportunities to sponsor other AMA events throughout the year

Event Presenting Sponsor: \$750

AMA Detroit events provide a wide variety of subject matters that are important to your target audiences. They provide a significant opportunity to tightly align your organization with the industry movers and shakers who you want to reach. Benefits include:

- listing as presenting sponsor in event program
- opportunity to distribute company materials at event
- mention as presenting sponsor on all event promotional materials
- four complimentary seats for sponsored event with an opportunity to buy up to 8 additional seats at a 25% discount
- opportunity to sponsor an event sweepstakes via collection of business cards. Sponsors also receive a list of attendees to the event for follow up

Special/Monthly Event Sponsor: \$250

AMA Detroit provides sponsorship opportunities for special events such as our periodic Happy Hours as well as for AMA programming, including our Mentorship Program. If you are looking for ways to reach a diverse network of marketing professionals – from seasoned industry veterans to up and comers – this might be the right opportunity for you. Benefits include:

- company mention as event sponsor
- company logo on programs and promotional materials

- company logo on AMA web site
- two complimentary tickets to the sponsored event
- opportunity to offer a drawing for those in attendance through collection of attendee business cards

Event A-La-Carte Sponsor: \$200

Looking for a low-cost, high-impact way to reach targeted groups? Review our annual program to find events that align with your industry or communications strategy, and sponsor the buffet or bar. Benefits include:

- listing as a sponsor in event program
- company placard on buffet table or bar at event
- two complimentary tickets to the sponsored event

Annual Chapter Patron: \$150

Your organization can benefit greatly from an association with AMA Detroit. Patron sponsors can leverage the relationship and position themselves as AMA partners to members and visitors to our web site on an extremely cost efficient basis. Benefits include:

- web site listing in special thank you/patron section
- two complimentary tickets to an event of your choice

In-Kind Contributions

If your organization provides communications services, including advertising, printing, direct mail or event support, talk to us about "in kind" sponsorship opportunities. Recognition for providing support services to AMA Detroit is a great way to get your company's name in front of precisely the people who use your products and services every day. Your support of AMA Detroit creates both recognition and positive perceptions among both our membership base and event attendees.

Other Opportunities

AMA Detroit is always open to providing unique or flexible opportunities for sponsors. We are happy to tailor sponsorship packages and opportunities to meet the needs of your organization. If you have a unique promotional idea or program that you are interested in trying out at one of our events or are just looking for access to AMA Detroit members or sponsors, let us know; we'll work with you to find solutions that meet your organization's particular needs.

To become a sponsor contact: info@amadetroit.com