



**ANNUAL
PARTNERSHIP
OPPORTUNITIES
JULY 2023-JUNE 2024**

**American Marketing
Association Colorado**



sponsor@amacolorado.org



amacolorado.org

OUR MISSION

We believe marketing has the power to make a difference. As innovators, strategizers, ambassadors, and storytellers, we shape narratives that communicate value, create meaning, and establish societal norms.



Achieving equity among all of our communities is our goal, with race being the most challenging obstacle to overcome and the most pervasive part of our history. Collectively, we can tackle the inequities that face many members of our society using the power of marketing to elevate the voices of underrepresented communities of color while celebrating the various differences that make up the complete fabric of our society.

For more than 60 years, AMA Colorado has challenged a community of innovative, marketing professionals to think a little differently about what they do—and how they do it. Our focus is to *Make Marketers Marketable*. We do this by delivering integrated, strategic and tactical knowledge through education and keeping our community connected with industry experts.

PARTNER BENEFITS



The American Marketing Association strives to be the most relevant force and voice shaping marketing around the world, an essential community for marketers. With over 30,000 member, 65 professional and 300 collegiate chapters across North America we are committed to advancing, informing, and connecting marketers. Help us with the evolution of marketing by positioning your brand in front of our members and followers.

- Access to thousands of active **MARKETERS** and **ENTREPRENEURS**
- Participation in over 20 in-person and 10 virtual events throughout the year
- Year-round **BRAND AWARENESS**, including print, website links, social media, email communications, banners, and digital event branding
- Access to world's largest network of hard-to-find niche talent through our **JOB BOARD**



SIGNATURE EVENTS & PROGRAMMING

EVENTS

Planning
Upcoming

Our events and programs provide Colorado's marketing community the opportunity to gain knowledge through targeting content. Members receive **FREE** access to all monthly workshops and networking events. Our budget friendly pricing allows guests (non-members) to attend events and programming before purchasing an annual membership.

July

New Year Kick Off
Workshop

August

Mix & Mingle
Workshop
Marketers & Macchiatos

September

Mix & Mingle
Workshop
Marketers & Macchiatos

October

Mix & Mingle
Workshop
Marketers & Macchiatos

November

Mix & Mingle
AMA Gives Back
Marketers & Macchiatos

December

Mix & Mingle
AMA Gift Wrapping
Holiday Party

January

Mix & Mingle
Workshop
Marketers & Macchiatos

February

Mix & Mingle
Workshop
Marketers & Macchiatos

March

Mix & Mingle
Collegiate Tour
Marketers & Macchiatos

April

Mix & Mingle
Workshop
Marketers & Macchiatos

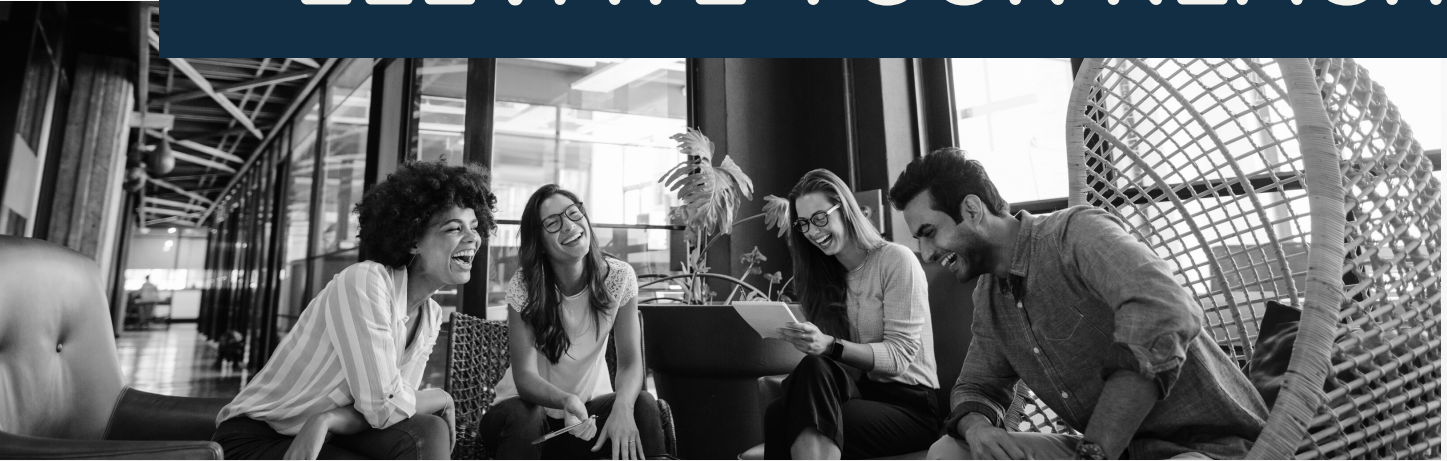
May

Mix & Mingle
Cropped Creatives
Marketers & Macchiatos

June

End of Year Party
Workshop

ELEVATE YOUR REACH



Newsletter Subscribers

6,594

Website Visitors (monthly)

750

http://

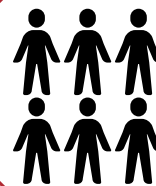


Social Media Connections

10,156

Membership Community

150+



ANNUAL SIGNATURE PARTNERSHIP OPPORTUNITIES



Platinum Sponsor \$10,000

- Receives the exclusive title of Platinum Sponsor
- 2 tickets to all AMA Colorado Signature Events with speaking opportunity
- Display company banner at AMA Colorado events
- Ability to distribute marketing materials at events
- **Dominant** brand placement on all marketing materials
- Logo visibility with link on AMA Colorado website – Partner Page
- Logo visibility with link on ALL bi-monthly email newsletters
- Logo visibility with link on monthly social media posts
- Video blog about your business (1 minute) to be posted on social media channels 6 times during the year

Gold Sponsor \$5,000

- Receives the exclusive title of **Gold Sponsor**
- 2 tickets to all AMA Colorado Signature Events
- Display company banner at AMA Colorado events
- Ability to distribute marketing materials at events
- **Dominant** brand placement on all marketing materials
- Logo visibility with link on AMA Colorado website – Partner Page
- Logo visibility with link on ALL bi-monthly email newsletters
- Logo visibility with link on monthly social media posts
- Video blog about your business (1 minute) to be posted on social media channels 4 times during the year

Silver Sponsor \$2,500

- 1 ticket to all AMA Colorado Signature Events
- Ability to distribute marketing materials at events
- Brand placement on all marketing materials
- Logo visibility with link on AMA Colorado website – Partner Page
- Logo visibility with link on 6 email newsletters during the year
- Logo visibility with link on 6 social media posts during the year

Bronze Sponsor \$1,000

- 1 ticket to all AMA Colorado Signature Events
- Brand placement on all marketing materials
- Logo visibility with link on AMA Colorado website – Partner Page
- Logo visibility with link on 3 email newsletters during the year
- Logo visibility with link on 3 social media posts during the year

Community Sponsor \$500

- Small businesses or individuals who want to support AMA Colorado
- Logo visibility with link on AMA Colorado website for the year
- Logo visibility with link on 1 email newsletter during the year
- Logo visibility with link on 1 social media post during the year

In-Kind Sponsor

Donation of goods &/or services

- Small businesses or individuals who want to support AMA Colorado by donating their products or services
- Logo visibility with link on AMA Colorado website for the year
- Logo visibility with link on 1 email newsletter during the year
- Logo visibility with link on 1 social media post during the year