

SUPER LASER



**AMAZE
YOUR PEERS!**

TARGETER 5000

**HITS THE MARK
WITH MARKETERS EVERY TIME!**



AM>
AMERICAN MARKETING
ASSOCIATION

Iowa

SPONSORSHIPS

GET THE LATEST & GREATEST MARKETING TOOL!



SO POWERFUL
EVEN MARKETERS
CAN'T RESIST IT!

The amazing Super Laser Targeter 5000 from AMA Iowa is so remarkably advanced that it attracts a highly desired audience of marketers.

What makes this the latest and greatest marketing tool since the last buzzword-laden advancement? It's powered by good old-fashioned face-to-face (or logo-to-face, as the case may be) awareness.

Only AMA Iowa sponsors reach Iowa's top marketers so precisely as a prominent presence at our events and in our communications.

ATTRACTS DECISION MAKERS!

Popular events! Networking! Education! No wonder AMA Iowa boasts approximately 400 members—making us the essential community for marketers in Iowa.

Which makes us the essential community for sponsors, too—because you can reach sophisticated consumers who also buy marketing products and services.



STRENGTHENS RELATIONSHIPS!

Use the Super Laser Targeter 5000 to build affinity with:

- Corporate marketing pros
- Marketing agency pros
- Small business owners
- Marketing students

HOW TO USE THE SUPER LASER TARGETER 5000!

To get access to this incredible tool, our sponsors supply:

- Cash donations that help us hold our well-attended events
- In-kind services to help us cover our needs
- Swag and giveaways at events

**COMES COMPLETE
WITH THESE
ACCESSORIES!**

**BE THE COOLEST KID ON THE BLOCK!
OUR MEMBERS LOVE OUR SPONSORS
BECAUSE THEY KNOW YOU HELP US
DO MORE FOR THEM.**





**NOT ONLY DO OUR MEMBERS APPRECIATE YOU,
SO DO WE. WE THANK OUR SPONSORS WITH A
LONG LIST OF BENEFITS, INCLUDING:**

- Awareness through logo recognition and more
- Access to our social media channels
- Professional development through free and discounted rates for events
- Promotional opportunities with our members
- Customized benefits as requested

GET YOUR
SUPER LASER
TARGETER
5000



SPECIAL BONUS POWER

Did you know AMA Iowa is #1 among more than 70 AMA chapters representing more than 30,000 members nationwide? We were named the Gold Chapter of the Year in the 2017-2018 Chapter Excellence Awards (CEA) and are a member of the Platinum Club of Continuing Excellence for receiving CEA recognition eight years in a row.

**VISIT AMAIOWA.COM/SPONSOR
TO BECOME A SPONSOR.**



AMA IOWA SPONSORSHIP OPPORTUNITIES

Make sure to reserve your opportunity to sponsor our core events and communications—they sell out fast! Rest assured we will stay in touch as new opportunities arise. Want your name on something not listed here? Let us know!

Luncheon (Approximately 75-120 attendees) | **Monthly Except February** **\$250 Sponsor for One Month**

Opportunity to speak briefly, introduce speaker, sponsor a raffle prize and distribute literature and/or swag. Two free passes.

Q&AMA Sponsorship (Approximately 60-80 attendees) | **Fall**

Presenting Sponsor | \$1,000

Opportunity to introduce the event and distribute literature or swag. Logo on all communications and signage as presenting sponsor. Free table of six.

Category Sponsor | \$100

Logo on all communications and signage. Two free passes.

In-Kind Raffle Prize/Swag

Logo on all communications and signage.

Experience Event (Approximately 110-130 attendees) | **February**

Presenting Sponsor | \$2,500

Opportunity to be prominently displayed on sponsorship signage, main stage signage and PPT as presenting sponsor and distribute literature and swag and provide a raffle prize. Two free passes.

Happy Hour Sponsor | \$500

Opportunity to be on sponsorship signage and PPT and distribute literature and swag and provide a raffle prize. Exclusive sponsor of that part of the event. Two free passes.

Booth Sponsor | \$250

Opportunity to be on sponsorship signage and PPT and set up a booth to distribute literature and swag and provide a raffle prize. Two free passes.

Stage Sponsor | \$250

Opportunity to be on sponsorship signage and PPT and distribute literature and swag and provide a raffle prize. Two free passes.

Snapchat Sponsor | \$250

Opportunity to be on sponsorship signage and PPT and distribute literature and swag and provide a raffle prize. Two free passes.

NOVA Awards (Approximately 100+ attendees) | **May**

Presenting Sponsor | \$2,500

Opportunity to be prominently displayed on sponsorship signage and PPT as presenting sponsor. Free corporate table for 8.

Post-Party Sponsor | \$2,500

Opportunity to be on sponsorship signage and PPT. Exclusive sponsor of this part of the event. Free corporate table for 8.

Beverage Sponsor | \$500

Opportunity to be on sponsorship signage and PPT. Two free passes.

NOVA Awards continued on back

NOVA Awards continued

Category Sponsor | \$250

Opportunity to be on sponsorship signage and PPT. One free pass.

People's Choice Sponsor | \$250

Opportunity to be on sponsorship signage and PPT. One free pass.

Snapchat Sponsor | \$250

Opportunity to be on sponsorship signage and PPT. One free pass.

Workshops (Approximately 30-40 attendees at each) | *Quarterly*

\$2,000 for the year

Presenting sponsorship with visual and verbal company recognition at each workshop. Opportunity to intro speaker, distribute literature/swag and raffle prize at workshops.

Discussion Group (Approximately 12-20 attendees at each) | *Quarterly*

\$1,000 for the year

Presenting sponsor with logo on communications and ability to intro the discussion at each discussion group event.

AMA Iowa Scholarship | *Spring*

\$1,500

Logo recognition on all communications. Brief speaking opportunity and presentation to winner at a luncheon.

AMA Iowa Marketing Week | *Fall*

\$1,000

Recognition on all communications and events of that week. Two free passes to the October luncheon.

Agency Socials (Approximately 30 attendees at each) | *Twice annually*

\$1,000 in-kind for one social

Host and provide food, drinks and a presentation.

College Case Competition | *Winter*

\$2,000

Opportunity to guide college students in developing a marketing plan for the non-profit of your choice.

College Student Luncheon (Approximately 30-40 attendees) | *Fall*

\$250

Opportunity to intro speaker and distribute literature and swag.

In-Kind | *Various*

\$250+ In-Kind

Sponsor benefits in exchange for photography, printing, video, web services, catering, venues, data, creative services, research, specialty items and much more.

AMA IOWA ANNUAL SPONSOR BENEFITS

In addition to the benefits you receive by sponsoring individual events and communications, our sponsors receive a valuable combination of benefits throughout the chapter year. Want a benefit you don't see listed here? We're always open to requests for customized benefits.

Annual Platinum Sponsorship \$6,000+

AWARENESS

- Logo and link to your website on AMAIowa.com platinum sponsorship page.
- On-screen logo and verbal recognition at monthly luncheons, annual events and workshops.
- Opportunity to address meeting attendees at one luncheon or workshop.
- Recognition as an annual sponsor in all communications distributed to chapter members, including e-newsletters, postcard invitations, emails, etc.)
- In rotation for free banner advertising on the AMAIowa.com job board.

SOCIAL MEDIA

- Quarterly tweet mentions from the AMA Iowa Twitter account with a link to your website.
- Two guest blog posts per chapter year on AMAIowa.com. (Subject to editing.)
- Two Facebook posts about your organization or an event with a link to your website.

PROFESSIONAL DEVELOPMENT

- Four complimentary guest passes to be used at the luncheon(s) or workshop(s) of your choice.
- Two reserved seats at the speaker table for the luncheon of your choice.

PROMOTION

- Opportunity to distribute information at each seat or table prior to events.
- Opportunity to sponsor raffle items for attendees at events.
- Opportunity to provide branded swag to all new and renewing members.

Annual Gold Sponsorship \$4,000-\$5,999

AWARENESS

- Logo and link to your website on AMAIowa.com gold sponsorship page.
- On-screen logo at monthly luncheons, annual events and workshops.
- Annual sponsor mention in e-newsletter.

SOCIAL MEDIA

- Two tweet mentions from the AMA Iowa Twitter account with a link to your website.
- One guest blog post per chapter year on AMAIowa.com. (Subject to editing.)
- One Facebook post about your organization or an event with a link to your website.

PROFESSIONAL DEVELOPMENT

- Two complimentary guest passes to be used at the luncheon(s) or workshop(s) of your choice.
- One reserved seat at the speaker table for the luncheon of your choice.

PROMOTION

- Opportunity to distribute information at each seat or table prior to events.
- Opportunity to sponsor raffle items for attendees at events.
- Opportunity to provide branded swag to all new and renewing members.

Annual Silver Sponsorship \$2,000–\$3,999

AWARENESS

- Logo and link to your website on AMAIowa.com silver sponsorship page.
- On-screen logo at monthly luncheons, annual events and workshops.

SOCIAL MEDIA

- One tweet mention from the AMA Iowa Twitter account with a link to your website.
- One guest blog post per chapter year on AMAIowa.com. (Subject to editing.)

PROFESSIONAL DEVELOPMENT

- One complimentary guest pass to be used at the luncheon or workshop of your choice.

PROMOTION

- Opportunity to distribute information at each seat or table prior to one event.
- Opportunity to sponsor a raffle for attendees at one event.

Annual Bronze Sponsorship \$1,000–\$1,999

AWARENESS

- Logo and link to your website on AMAIowa.com bronze sponsorship page.
- On-screen logo at monthly luncheons, annual events and workshops.

SOCIAL MEDIA

- One tweet mention from the AMA Iowa Twitter account with a link to your website.

PROFESSIONAL DEVELOPMENT

- One complimentary guest pass to be used at the luncheon or workshop of your choice.

PROMOTION

- Opportunity to distribute information at each seat or table prior to one event.
- Opportunity to sponsor a raffle for attendees at one event.

Annual Partner Sponsorship \$250–\$999

AWARENESS

- Logo and link to your website on AMAIowa.com partner sponsorship page.
- On-screen logo at monthly luncheons, annual events and workshops.

SOCIAL MEDIA

- One tweet mention from the AMA Iowa Twitter account with a link to your website.

PROFESSIONAL DEVELOPMENT

- One discounted guest pass to be used at the luncheon or workshop of your choice.

PROMOTION

- Opportunity to sponsor a raffle for attendees at one event.