

2023

AM> | Richmond

SPONSORSHIP OPPORTUNITIES

Be part of Richmond's Premier Marketing Association

- AMA Richmond is one of 72 national chapters that make up the American Marketing Association. With a mission to **learn, connect, serve** and **grow**, AMA Richmond provides Richmond marketers with educational and networking programming to enhance careers and community.
- AMA Richmond members are marketing professionals, decision makers, event planners, story tellers and communicators representing a wide variety of industries, non-profit and for-profit, B2B and B2C, government, education, who all share **a passion for marketing & our community.**
- Our award winning chapter includes **three hundred active members** and a **mailing list of 1,500+**, AMA Richmond connects marketers with knowledge, community, industry and with each other.

Why Sponsor AMA Richmond?

67,000+

Annual website
pageviews

19,500+

Annual website
visitors

1,500+

Email
subscribers



1,000+
followers



1,200+
followers



2,000+
followers



500+
followers

Relevant and timely programming keeps AMA Richmond members ahead of the curve

For Richmond marketers, AMA Richmond events are opportunities to learn about the latest marketing advancements, connect with top marketing professionals, serve non-profits, and grow professionally and personally along the way.

EVENT	DESCRIPTION	FREQUENCY	ATTENDANCE
Signature Speaker Series	Our premier educational events that feature presentations by renowned speakers from all over the world during a seated meal.	Quarterly	50-100
Educational Workshops	Small group educational events on topics of interest, virtual or in-person.	Monthly	15-30
Happy Hours	Networking events that allow our community to enjoy fellowship and support Richmond’s many local venues.	4-6/year	25-50
ONE Party	Our largest event of the year, co-hosted with PRSA and Ad Club. A celebratory networking event that draws hundreds.	Annually	150-250
Other community events	Stay tuned for more special events in support of local non-profits.	1-3/year	Varies

Sponsorship Opportunities: **Gold Level // \$5,000 annual** (3 available)

Gold Level Sponsors stay top of mind to our audience of engaged marketers throughout the year and receive title sponsorships for two of our most popular events with a relatively low lift on you and your firm.

- Title sponsor for a Signature Speaker Series event (may bring company branding for table and/or branded giveaways)
- Title sponsor for a Happy Hour event (may bring company branding for table and/or branded giveaways)
- 10 complimentary Signature Speaker Series or Happy Hour tickets
- Logo inclusion in all email blasts and newsletters
- Logo inclusion on website homepage and dedicated sponsor page
- Opportunity for inclusion on New Member Mailer (provide brochure or flat item)
- 10 complimentary job board postings

Sponsorship Opportunities: **Silver Level // \$2,500 annual** (5 available)

A Silver Level Sponsorship is an excellent way to establish/maintain your status as a thought leader while receiving exposure for your firm throughout the year.

- Title sponsor for two educational workshop events
- 10 complimentary educational workshop tickets to be used throughout the year
- Logo inclusion in all email blasts and newsletters
- Logo inclusion on website homepage and dedicated sponsor page
- Ability to contribute up to two articles to be featured on the AMA Richmond blog (content subject to approval by AMA Richmond Content Director)
- 5 complimentary job board postings

Sponsorship Opportunities: Bronze Level // \$1,500 annual

Bronze Level Sponsors receive exposure all year long on digital materials at an excellent value while being low lift for you and your firm.

- Logo inclusion in all email blasts and newsletters
- Logo inclusion on website homepage and dedicated sponsor page
- Ability to contribute two articles to be featured on the AMA Richmond blog (content subject to approval by AMA Richmond Content Director)
- 2 complimentary job board postings

Sponsorship Opportunities: **Signature Speaker Series Event Sponsorship // \$1,500/event**

National experts speak on the hottest marketing topics quarterly during a seated meal at our premier signature event series.

- Title sponsorship to one of our most widely attended events, includes opportunity to speak at event (2 mins max) or verbal acknowledgement at beginning of event
- Exposure on event communications (email, social media, website)
- Six complimentary tickets to sponsored event

Sponsorship Opportunities: Happy Hour Event Sponsorship // \$500/event


Held in Richmond's hottest venues, happy hours bring our community together to network, share ideas and support local businesses.

- Title sponsorship to one of our most widely attended events, includes exposure on event communications (email, social media, website)
- Opportunity to bring promotional items to event, and put out small table
- Four complimentary tickets to sponsored event



We have been able to begin and maintain relationships solely based on our sponsorship with AMA Richmond.

—— Heather Garrett Flores, Parkwood Creative

The background features a dark blue field with various white and red stylized elements. Large white letters 'W' and 'M' are prominent. Smaller red symbols include chevrons (> and <) and the letter 'M'. White geometric shapes, such as zig-zags and chevrons, are also scattered across the background.

Would you like to explore
sponsorship opportunities in
more depth?

Give us a shout!

Antonia Hite
VP Sponsorship

AM> | Richmond

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