Corporate Sponsorship Packages

CONTACT US TODAY TO RESERVE YOUR SPONSORSHIP:

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Reach Chicago’s Marketing Community

Connect to a network of marketers and decision-makers at the right time: when they’re advancing their careers and looking for the partners, tools and services to make it happen. Our sponsors gain:

- Repeated visibility, brand awareness and content expertise among Chicagoland marketers.
- High quality leads to increase ROI at an attractive cost.
- Targeted opportunities to engage marketers who self-select topics connected to your brand.
- Premium placement at BrandSmart, the Midwest’s longest-running brand marketing event.
Our Community

As one of the largest chapters of the American Marketing Association, AMA Chicago stands more than 80 years strong in its mission to provide opportunities for Chicago area marketers to expand their knowledge, improve their skills and grow in their careers through access to leaders in the field and skill-building content.

No other organization in our city connects as many marketers with as many opportunities as AMA Chicago.

- 51% are in leadership positions. They lead our field forward and implement the tools their brands use.
- 44% are mid-level managers, the daily decision-makers who develop, implement and manage brand strategy.
- 5% are up-and-coming marketers, ready to soak up connections and learn new skills.

TOP 5 MARKETING INTERESTS

<table>
<thead>
<tr>
<th>Brand/Product Management</th>
<th>Market Research</th>
<th>Analytics/Metrics</th>
<th>Marketing &amp; Comms</th>
<th>Strategy &amp; Planning</th>
</tr>
</thead>
</table>

DIGITAL REACH

- Email: 8,000
- Facebook: 2,800
- LinkedIn: 2,800
- Twitter: 6,200
- Instagram: 250
CHAPTER SPONSOR

PREMIER • $25,000 • 2 AVAILABLE

YEAR-ROUND ONLINE PRESENCE
• Your :60 video on amachicago.org and a social post
• Linked logo on AMA Chicago website and emails
• LinkedIn Live interview with chapter leader
• Link to your high value content in an email and social post
• 2 banner ads in AMA Chicago emails
• Blog on chapter website, requires chapter approval
• $99 job postings ($150 value)
• Provide testimonial for use across AMA Chicago’s networks

BRANDSMART SPONSORSHIP
• Virtual exhibit booth
• Logo in event emails and on virtual platform
• Inclusion of content download or special offer in event email
• 36 tickets for employees or clients
• Logo on attendee tote bag, materials inside
• Participation in Whova Passport laptop giveaway
• Reporting of event metrics from Whova

BRANDSMART AWARDS
• Your :60 video before award presentation
• Linked logo on awards page and emails starting day of BrandSmart

BRANDSMART KEYNOTE
• Sponsor 1 of 4 keynote presentations
• Your :60 video before keynote presentation
• Recording of your keynote for your distribution

MONTHLY EVENT PRESENCE
• Sponsorship of 4 Signature Speaker Series events and CMO Smart
  - Your :60 video at each event
  - Linked logo on event pages and emails
  - 18 tickets to each virtual event
• Sponsorship of 6 Workshops and 6 Connex
  - Linked logo on event pages and emails
  - 9 tickets to each virtual event
  - Expert at 1 Connex roundtable
CHAPTER SPONSOR

MARQUEE • $15,000 • 4 AVAILABLE

YEAR-ROUND ONLINE PRESENCE
• Your :60 video on amachicago.org and a social post
• Linked logo on AMA Chicago website and emails
• LinkedIn Live interview with chapter leader
• Link to your high value content in an email and social post
• 1 banner ad in AMA Chicago emails
• Blog on chapter website, requires chapter approval
• $99 job postings ($150 value)
• Provide testimonial for use across AMA Chicago’s networks

BRANDSMART SPONSORSHIP
• Sponsored concurrent panel with topic and speaker of your choice, requires chapter approval
• Recording of your panel for your distribution and promotion
• Your :60 video shown
• Virtual exhibit booth
• Logo on attendee tote bag, materials inside
• 24 tickets for employees or clients
• Logo in event emails and on virtual platform
• Inclusion of content download or special offer in event email
• Participation in Whova Passport laptop giveaway
• Reporting of event metrics from Whova

MONTHLY EVENT PRESENCE
• Sponsorship of 4 Signature Speaker Series events and CMO Smart
  – Your :60 video at each event
  – Linked logo on event pages and emails
  – 12 tickets to each virtual event
• Sponsorship of 6 Workshops and 6 Connex
  – Linked logo on event pages and emails
  – 6 tickets to each virtual event
  – Expert at 1 Connex roundtable
YEAR-ROUND ONLINE PRESENCE
• Your :60 video on amachicago.org
• Linked logo on AMA Chicago website and emails
• LinkedIn Live interview with chapter leader
• Link to your high value content in an email and social post
• Blog on chapter website, requires chapter approval
• $99 job postings ($150 value)
• Provide testimonial for use across AMA Chicago’s networks

BRANDSMART SPONSORSHIP
• Your :60 video during a concurrent session
• Virtual exhibit booth
• 12 tickets for employees or clients
• Materials in attendee tote bag
• Logo in event emails and on virtual platform
• Participation in Whova Passport laptop giveaway
• Reporting of event metrics from Whova

MONTHLY EVENT PRESENCE
• Sponsorship of 3 Workshops and 3 Connex
  - Linked logo on event pages and emails
  - 3 tickets to each virtual event
  - Expert at 1 Connex roundtable
• 2 tickets to each virtual Signature Speaker Series event and CMO Smart

CHAPTER SPONSOR

AMBASSADOR • $7,500 • UP TO 4 AVAILABLE
BrandSmart Packages

Now in its 19th year, BrandSmart is the longest-running conference of its kind in the country. We bring together noteworthy industry speakers, marketing decision-makers and future-forward brand associates looking to share proven tools, strategies and stories. Everyone associated with a brand has a stake in its success.

Be smart. Don’t miss BrandSmart.

OUR AUDIENCE

BrandSmart draws 400 attendees each year, the majority of whom hail from the Midwest (Chicagoland, Indiana, Wisconsin and Michigan). Their employers are a near-even split between agencies and brands:

- 54% BRANDS, INCLUDING NFPS, GOVERNMENT & ACADEMIA
- 46% AGENCIES OR MARKETING SERVICE PROVIDERS
PLATINUM • $10,000 • 2 AVAILABLE

ONLINE PRESENCE
- Your :60 video on BrandSmart webpage and social post
- Linked logo on event page and emails
- Inclusion of content download or special offer in event email
- 2 banner ads in AMA Chicago emails
- $99 job postings ($150 value)
- Provide testimonial for use across AMA Chicago’s networks

EVENT PRESENCE
- Virtual exhibit booth
- Logo on virtual platform
- 20 tickets for employees or clients
- Logo on attendee tote bag, materials inside
- Participation in Whova Passport laptop giveaway
- Reporting of event metrics from Whova

BRANDSMART AWARDS SPONSORSHIP
- Your :60 video before award presentation
- Linked logo on awards page and emails starting day of BrandSmart

KEYNOTE SPONSORSHIP
- Sponsor 1 of 4 keynote presentations
- Your :60 video before keynote presentation

OR
ONLINE PRESENCE
- Your :60 video on BrandSmart webpage and social post
- Linked logo on event page and emails
- Inclusion of content download or special offer in event email
- $99 job postings ($150 value)
- Provide testimonial for use across AMA Chicago’s networks

EVENT PRESENCE
- Sponsored concurrent panel with topic and speaker of your choice, requires chapter approval
- Recording of your panel for your distribution and promotion
- Your :60 video shown before a keynote
- Virtual exhibit booth
- Logo on virtual platform
- 15 tickets for employees or clients
- Logo on attendee tote bag, materials inside
- Participation in Whova Passport laptop giveaway
- Reporting of event metrics from Whova

GOLD • $5,000 • 4 AVAILABLE
ONLINE PRESENCE
- Your :60 video on BrandSmart webpage and a social post
- Linked logo on event page and emails
- Inclusion of content download or special offer in event email
- $99 job postings ($150 value)
- Provide testimonial for use across AMA Chicago’s networks

EVENT PRESENCE
- Your :60 video during a concurrent session
- Virtual exhibit booth
- Logo on virtual platform
- 10 tickets for employees or clients
- Materials in attendee tote bag
- Participation in Whova Passport laptop giveaway
- Reporting of event metrics from Whova

SILVER • $3,000 • UP TO 6 AVAILABLE
Previous BrandSmart Participation

ATTENDEES
BrandSmart attracts hometown heroes and decision makers from national brands. Here are just a few of the companies that have attended.

American Board of Medical Specialties  
aSweatLife.com  
Brookfield Zoo  
Coldwell Banker Residential  
EZLinks Golf  
McDonald’s  
Merchandise Mart Properties  
Molson Coors  
National Restaurant Association  
O-Cedar  
PepsiCo  
Roosevelt University  
Shedd Aquarium  
TopGolf  
Trunk Club  
Uncle Dan’s Outdoor Store

SPEAKERS
Through keynotes, breakout sessions and panels, experts from every industry showcase their brands’ successes, case studies and future-focused strategies.

SPONSORS
This is a popular event, and you may be with a competitor or two. We don’t discriminate, so it’s up to you to outshine everyone else.