



# Corporate Sponsorship Packages

CONTACT US TODAY TO  
RESERVE YOUR SPONSORSHIP:

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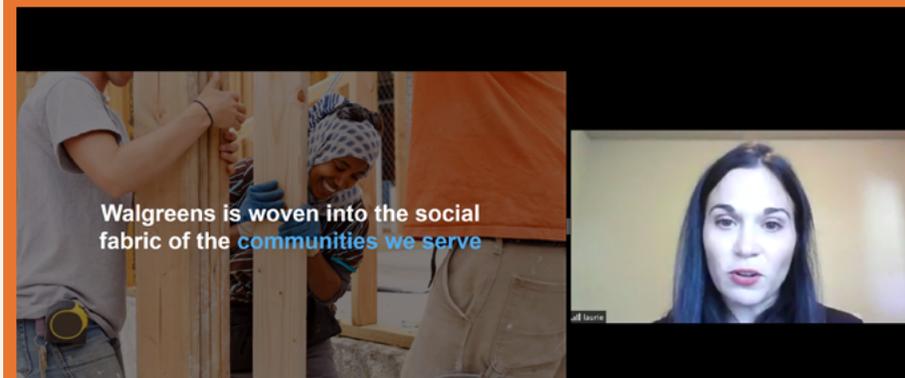
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# Reach Chicago's Marketing Community

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.



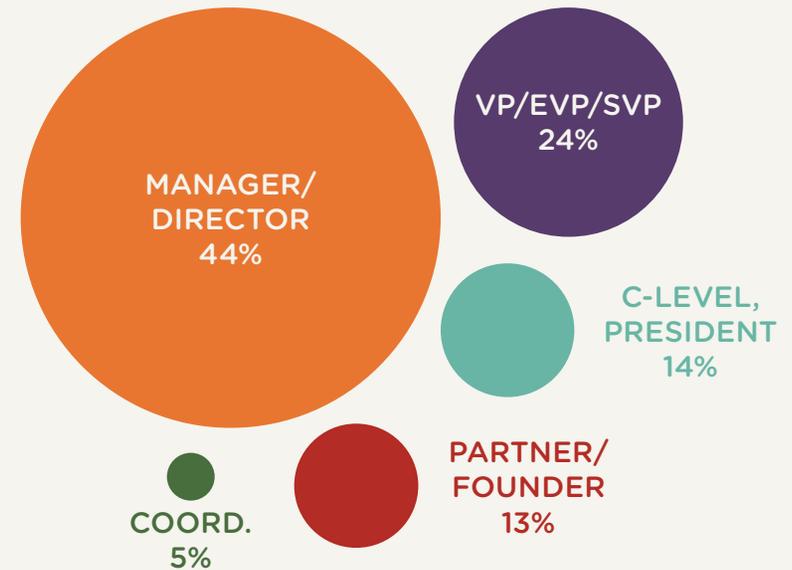
# Our Community

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.

## MARKETING ROLE



## TOP 5 MARKETING INTERESTS



## DIGITAL REACH



# Our Annual Event Calendar

AMA Chicago's programs provide an opportunity to gain knowledge through targeted content. From major industry-leading conferences to more intimate gatherings, we make it easy to build or maintain a deep, professional network.

Members receive FREE access to all monthly events and discounts on the two Smart conferences. Non-members may attend any event for a fee.

**CONNEX** is our popular networking event, hosted the second Wednesday of every other month. Guests have marketing-focused discussions led by topic experts.

**WORKSHOPS** are a place to discuss, group think and problem solve popular issues, such as non-profit marketing, digital transformation and market research.

**SIGNATURE SPEAKER SERIES** features leading marketers from innovative brands and service providers. Programs give marketers the tools, insights and inspiration to take their careers to the next level.

**CMO SMART** equips marketers of every level with insights and tactics to use in the office to push their careers, teams and strategies forward.

**BRANDSMART** is the longest-running branding conference in the country. Thought leaders, brands and marketing experts convene to share strategies for today and tomorrow.

<b>JULY</b> Connex Workshop	<b>JANUARY</b> Connex Workshop
<b>AUGUST</b> Workshop	<b>FEBRUARY</b> Signature Speaker Series Workshop
<b>SEPTEMBER</b> Connex Signature Speaker Series Workshop	<b>MARCH</b> Connex Workshop
<b>OCTOBER</b> Workshop CMO Smart	<b>APRIL</b> BrandSmart
<b>NOVEMBER</b> Career Connections Connex	<b>MAY</b> Career Connections Connex Workshop
<b>DECEMBER</b> Signature Speaker Series	<b>JUNE</b> Signature Speaker Series Workshop

This calendar is tentative and subject to change. View the latest events at [amachicago.org/events](http://amachicago.org/events)

## CHAPTER SPONSOR

**PREMIER • \$25,000**

### 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

- Exhibit booth
- Logo on event pages and in event emails
- Inclusion of content download or offer in event email
- 8 tickets for employees or clients
- Logo on attendee tote bag, materials inside
- Hosted lunch table

### BRANDSMART AWARDS

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



### BRANDSMART SPEAKER

- Sponsor 1, 20-minute mainstage speaker
- Your :60 video before speaker
- Recording of the presentation 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
  - 4 tickets to each event
- Sponsorship of 6 Workshops and 6 Connex
  - Linked logo on event pages and emails
  - 4 tickets to each event
  - Expert at 1 Connex roundtable





## CHAPTER SPONSOR

### **MARQUEE • \$15,000**

#### **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**

- Sponsor 1, 10-minute mainstage speaker
- Your :60 video shown before the speaker
- Exhibit booth
- Logo on attendee tote bag, materials inside
- 4 tickets for employees or clients
- Logo on event pages and in event emails
- Inclusion of content download or offer in event email
- Hosted lunch table

#### **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
  - 4 tickets to each event
- Sponsorship of 6 Workshops and 6 Connex
  - Linked logo on event pages and emails
  - 4 tickets to each event
  - Expert at 1 Connex roundtable

## CHAPTER SPONSOR

### AMBASSADOR • \$7,500

#### YEAR-ROUND ONLINE PRESENCE

- Your :30 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 :30 video shown before a speaker
- Exhibit booth
- 2 tickets for employees or clients
- Materials in attendee tote bag
- Logo on event pages and in event emails
- Hosted lunch table

#### MONTHLY EVENT PRESENCE

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





## CHAPTER SPONSOR

### **SIGNATURE • \$5,000**

#### **YEAR-ROUND ONLINE PRESENCE**

- Linked logo on AMA Chicago website
- Blog on chapter website, requires chapter approval
- \$99 job postings (\$150 value)

#### **MONTHLY EVENT PRESENCE**

- Sponsorship of 4 Signature Speaker Series events and CMO Smart
  - Your :30 video at each event
  - Linked logo on event pages and emails
  - 4 tickets to each event

# BrandSmart Packages

In its 20th 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. The 2022 event will be held in The Aon Grand Ballroom at Navy Pier.

## OUR AUDIENCE

BrandSmart draws 300-400 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



# ⚡ BrandSmart 2022

## PLATINUM • \$10,000

### 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

- Exhibit booth
- 8 tickets for employees or clients
- Logo on attendee tote bag, materials inside
- Hosted lunch table

### BRANDSMART AWARDS SPONSORSHIP

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### BRANDSMART SPEAKER

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**BrandSmart**  
AWARDS



AM> | AMERICAN MARKETING  
ASSOCIATION

Chicago

source

## ⚡ BrandSmart 2022

**GOLD** • \$5,000

### 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

- Sponsor 1, 10-minute mainstage speaker
- Your :60 video shown before the speaker
- Exhibit booth
- 4 tickets for employees or clients
- Logo on attendee tote bag, materials inside
- Hosted lunch table

# ⚡ BrandSmart 2022

**SILVER** • \$3,000

## **ONLINE PRESENCE**

- Your :30 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 :30 video shown before a speaker
- Exhibit booth
- 2 tickets for employees or clients
- Materials in attendee tote bag
- Hosted lunch table





# ⚡ BrandSmart 2022

## A LA CARTE OPPORTUNITIES

### NETWORKING SPONSORSHIPS

**BREAKFAST - \$3,000**

**MORNING REFRESHMENT BREAK - \$4,000**

**LUNCH SPONSOR - \$8,000**

**AFTERNOON REFRESHMENT BREAK - \$4,000**

The creative energy of the day gets us running, but the food and beverages are vital to keep us focused. Sponsor one of the meal breaks to see us at our best.

The sponsor for each will receive their logo or name (as format permits) on all agenda listings, as well as dedicated signage in the area of the meal/break.

**SCHOLARSHIP SPONSOR - \$1,200+**

Secure the future of marketing by sponsoring local college students to attend BrandSmart. Donate 4 or more tickets (\$300 each) to receive an email shout-out as ticket benefactor.

## A LA CARTE OPPORTUNITIES

### SWAG SPONSORSHIPS FOR 300-400 ATTENDEES

#### LANYARDS - \$5,000

Get your logo on every single attendee, speaker and sponsor by branding the lanyards that hold our name badges. Guests keep their lanyards, so this is an at-event and a take-home opportunity.

**Package Discount:** Be the sole lanyard sponsor for BrandSmart and CMO Smart for \$7,500.

#### TOTE BAG INSERT - \$1,000

We'll place your small branded items in the branded tote every attendee gets at registration. (Think more tchotchkes than sell sheets.)



# 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	Coldwell Banker Residential	National Restaurant Association	Talentfoot
Brookfield Zoo	First Midwest Bank	O-Cedar	TopGolf
Business Wire	McDonald's	PepsiCo	Trunk Club
Chicago Bulls	Merchandise Mart Properties	Roosevelt University	Uncle Dan's Outdoor Store
	Molson Coors	Shedd Aquarium	Wounded Warrior Project

## 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.

