



Corporate Sponsorship Packages

CONTACT US TODAY TO
RESERVE YOUR SPONSORSHIP:

Chris McGuire
President-elect
chris.m@mcguffincg.com

Julia Parisot
VP, Sponsorship
jparisot@losasso.com

Dean Petrulakis
Director, Sponsorship
dpetrulakis@gmail.com

REVISED 8/1/2022



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.



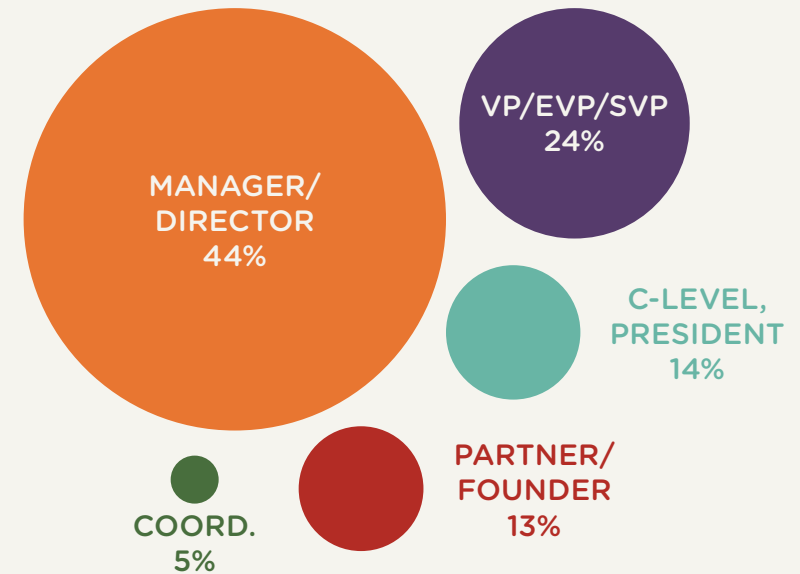
Our Community

As one of the largest chapters of the American Marketing Association, AMA Chicago stands more than 85 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 Calendar

*This calendar is tentative and subject to change.
View the latest events at amachicago.org/events*

JULY

Connex
Workshop

JANUARY

Connex
Workshop

AUGUST

Workshop

FEBRUARY

Signature Speaker Series
Workshop

SEPTEMBER

Connex
Signature Speaker Series
Workshop

MARCH

Connex
Workshop

OCTOBER

Workshop
CMO Forum

APRIL

BrandSmart

NOVEMBER

Career Connections
Connex

MAY

Career Connections
Connex
Workshop

DECEMBER

Signature Speaker Series

JUNE

Signature Speaker Series
Workshop

Our Events

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 BrandSmart. 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 virtual, lunchtime events held monthly. Each workshop dives into a specific marketing topic, with a speaker delivering actionable advice to be immediately implemented.

SHARED INTEREST GROUPS (SIGs) are member-only, collaborative discussion groups aligned around a specific marketing focus. SIGs meet monthly and have dedicated Slack channels for ongoing problem-solving and sharing.

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 FORUM 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.

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
- Exclusive breakfast sponsor
- 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

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 Forum
 - Your :60 video at each event
 - Linked logo on event pages and emails
 - 4 tickets to each event
- Sponsorship of all Workshops and all 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
- 4 tickets for employees or clients
- Logo on event pages and in event emails
- Inclusion of content download or offer in event email

MONTHLY EVENT PRESENCE

- Sponsorship of 4 Signature Speaker Series events and CMO Forum
 - 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
- Logo on event pages and in event emails

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 Forum





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 Forum
 - Your :30 video at each event
 - Linked logo on event pages and emails
 - 4 tickets to each event

DELUXE DIGITAL ADD-ON

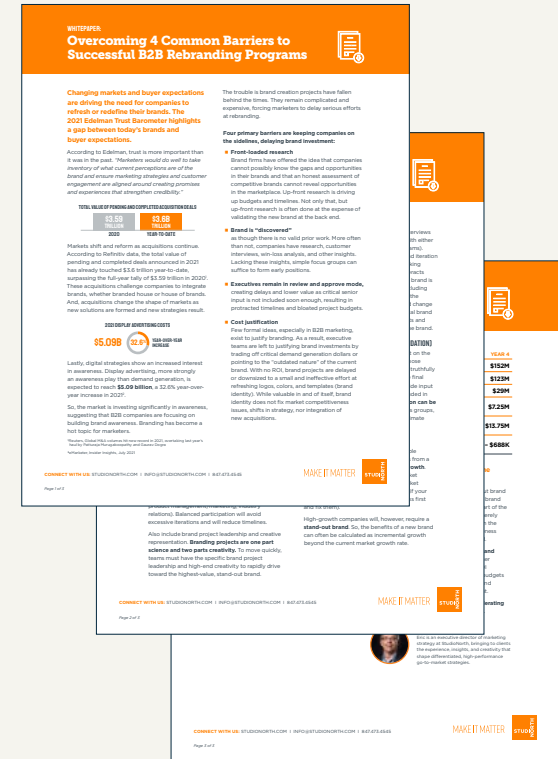
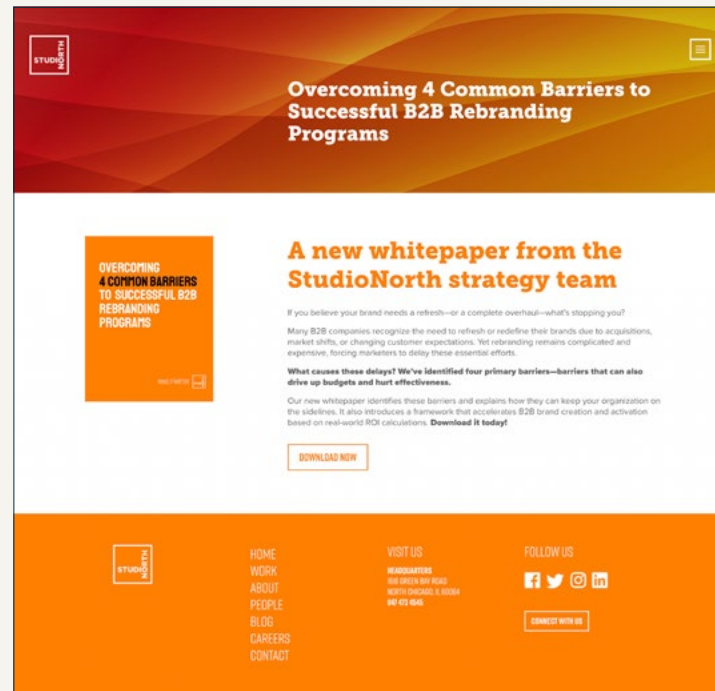
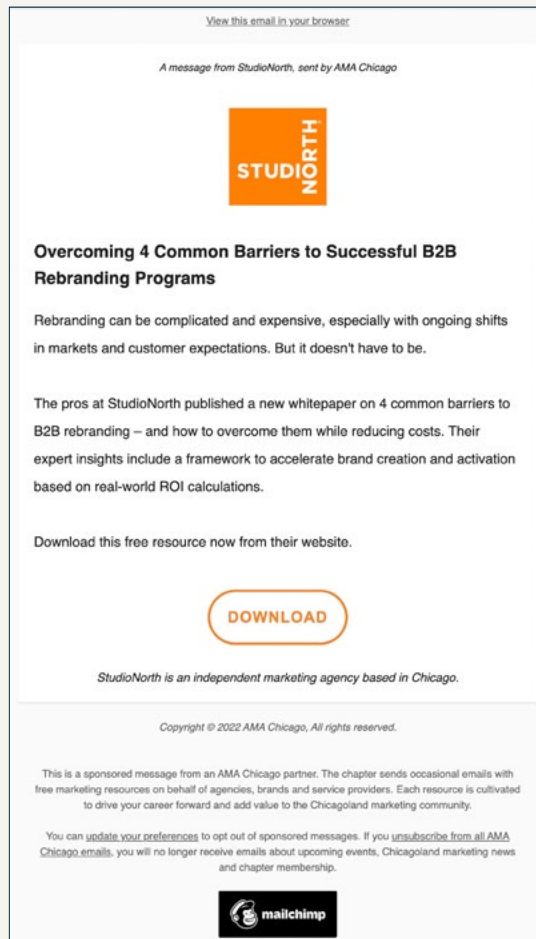
CUSTOM HTML EMAIL • \$1,000

AMA Chicago will deploy an email of your educational content to its database of 8K marketers. Content and landing page require chapter approval.

Custom HTML email sent by
AMA Chicago on behalf of sponsor.

Linked landing page on sponsor's website
hosting educational content.

Content-rich resource from sponsor.
Can be a PDF, blog, video or other content.





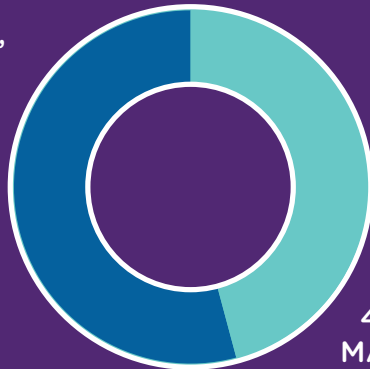
BrandSmart Packages

Now in its 21st year, BrandSmart is the longest-running brand marketing conference in the country. For one full day, we bring together noteworthy industry speakers, marketing decision-makers and future-forward brand marketers looking to share proven tools, strategies and stories. Everyone associated with a brand has a stake in its success.

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



2022 KEYNOTE
Beverly W. Jackson
*Vice President of Global Brand
and Consumer Marketing, Twitter*



2022 KEYNOTE
Blake Boulden
*Sr. Marketing Leader, North
America Baby and Child Care
Kimberly-Clark*



2022 SPEAKER
Neil Shah
*Senior Director, Global Marketing
Shure Incorporated*



⚡ BrandSmart

April 27, 2023 | 9:00 a.m. – 5:30 p.m.
Navy Pier's AON Grand Ballroom

RESET + REIMAGINE: Building Brand Resilience as a Tool for Transformation

Successful brands are able to cope with unforeseen challenges and seize opportunities for transformation, while maintaining core values and credibility.

BrandSmart will deliver a showcase of 10+ TED Talk-style mainstage presentations featuring innovators, thought leaders, disruptors, and transformers discussing these cornerstones of brand resilience:

- Brand Trust
- Brand Value
- Brand Purpose
- Brand Engagement
- Brand Management
- Brand Innovation

In addition, we'll discuss the hottest topics of the day facing brands, network with industry peers, present the 2023 BrandSmart Awards, and end the day with a celebratory networking happy hour.

Details and registration: amachicago.org/brand-smart



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

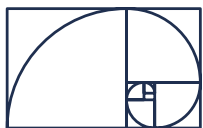
BRANDSMART AWARDS SPONSORSHIP

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

OR

BRANDSMART SPEAKER

- Sponsor 1, 20-minute mainstage speaker
- Your :60 video before speaker
- Recording of the presentation for your distribution



BrandSmart
AWARDS





⚡ BrandSmart

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



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





⚡ BrandSmart

EXHIBITOR • \$1,500

ONLINE PRESENCE

- Linked logo on event page and emails

EVENT PRESENCE

- Full-audience recognition of sponsor level at intro and close
- Exhibit booth
- 2 tickets for employees or clients





A LA CARTE OPPORTUNITIES

LUNCH SPONSOR - \$8,000

AFTERNOON REFRESHMENT BREAK - \$4,000

HAPPY HOUR - \$8,000

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 - \$600+

Secure the future of marketing by sponsoring local college students to attend BrandSmart. Donate 4 or more tickets (\$150 each) to receive an email shout-out as ticket benefactor.

AMA Chicago works with marketing faculty at local universities to select students for this privilege. Scholarship sponsors will receive the name and email address of students they sponsor.

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 Forum for \$7,500.





⚡ BrandSmart

DON'T JUST TAKE OUR WORD FOR IT

“We always have great conversations and get great leads at BrandSmart!”

– Michelle Kaffko, Organic Headshots

“We have found participating in BrandSmart very powerful for our marketing program. When we participated in 2019, we gained several new clients who we continue to support. It is a WIN-WIN event!”

– Mark Swimmer, Swimmer Integrated Marketing

“I was delighted both with the attendees, and the attentiveness of the BrandSmart audience. The unexpected surprise as a sponsor, though, was the chance to host a roundtable at Connex, where I was really able to get great conversations rolling!”

– Collen Fahey, Sixième Son

“BrandSmart is an excellent venue to make new connections, learn new creative approaches from colleagues, and build brand awareness with marketing executives in the greater Chicago area.”

– Kevin Tuley, StudioNorth

Previous BrandSmart Participation

ATTENDEES

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

Allstate Identity Protection	Chicago Association of Realtors	Maple Flooring Manufacturers Association	Shedd Aquarium
American College of Prosthodontists	Coldwell Banker	Merchandise Mart Properties	Sigma Tau Delta NIU
American Lung Association	CUNA Mutual Group	Molson Coors	Southern Illinois University
Appraisal Institute	Dairy Farmers of Wisconsin	National Restaurant Association	Talentfoot
Best Western Hotels & Resorts	Erie Family Health Centers	O-Cedar	TopGolf
Big Ten Conference	Farmers Fridge	PepsiCo	Trunk Club
BMO Financial Group	First Midwest Bank	Reynolds Consumer Products	Uncle Dan's Outdoor Store
Brookfield Zoo	Humana, Inc.	Roosevelt University	Wells Fargo
Caterpillar, Inc.	Hyatt Hotels Corporation	Rush University	Wounded Warrior Project
	Kraft Heinz		

SPEAKERS

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



SPONSORS

