



AMERICAN MARKETING
ASSOCIATION

Phoenix Chapter
Sponsorship Opportunities

August 2018

Mission

We are marketing professionals and leaders who provide education, networking and career development. Our customers are individuals and organizations involved in the practice, teaching and study of marketing worldwide.

We do this through -

1. Improving - Advancing marketing competencies, practice and thought leadership
2. Promoting - Being an advocate for marketing and promoting its importance, efficacy and ethics
3. Supporting - Being an essential resource for marketing information, education/training and relationships.

About us

The Phoenix Chapter has nearly 200 members and hosts at least one event a month. Our email list is nearly 10,000 strong. We have more than 1,000 Facebook followers.

Our membership is filled with some of the top marketers in Phoenix. Our members include agency owners and staff, small and large business owners, marketing professionals at all levels, and students.

Gender:

41.3% male

58.7% female

Education (for those who listed highest education degree achieved):

High School 4.2%

Bachelor's 53.1%

Master's 30.7%

Doctorate 8.6%

Age:

22-34 17.3%

35-44 34.7%

45-54 30.4%

55-64 13.0%

65-plus 4.3%

Position:

Academic/Professor 5.5%

Account Executive 1.1%

Assistant/Coordinator 9.9%

CEO/President 21.0%

CMO 4.4%

Consultant 5.6%

Director/Sr. Director 25.5%

Manager/Sr. Manager 22.2%

Other 2.2%

Principal/Partner 4.4%

Student 6.7%

Vice President/EVP 12.2%

Sponsorship levels

- Platinum: \$5,000
- Gold: \$2,500
- Silver: \$1,000
- Bronze: \$500

Bronze level

- Logo on <http://amaphoenix.org/>
- Logo included in weekly event emails
- Logo on sponsor slide at monthly events

= \$500

Silver level

- Logo on <http://amaphoenix.org/>
- Logo included in weekly event emails
- Logo on sponsor slide at monthly events
- Logo on tabletop placards “Thanks to our sponsor!” at 3 events

= \$1,000

Gold level

- Logo on <http://amaphoenix.org/>
- Logo included in weekly event emails
- Logo on sponsor slide at monthly events
- Logo on tabletop placards “Thanks to our sponsor!” at 6 events
- Opportunity to speak to event audience before 2 monthly events

= \$2,500

Platinum level - Spectrum

- Logo on <http://amaphoenix.org/>
- Logo included in weekly event emails
- Logo on sponsor slide at monthly events
- Logo on tabletop placards “Thanks to our sponsor!” at 10 events
- Opportunity to speak to event audience before 4 monthly events

Plus:

- Logo on Spectrum event materials (ex. banners)
- 4 free Spectrum submissions
- 4 free tickets to Spectrum

= \$5,000

Thank you!

Contact:

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