



# Corporate Sponsorship Packages

CONTACT US TODAY TO  
RESERVE YOUR SPONSORSHIP:

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REVISED 9/6/2023



# 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.



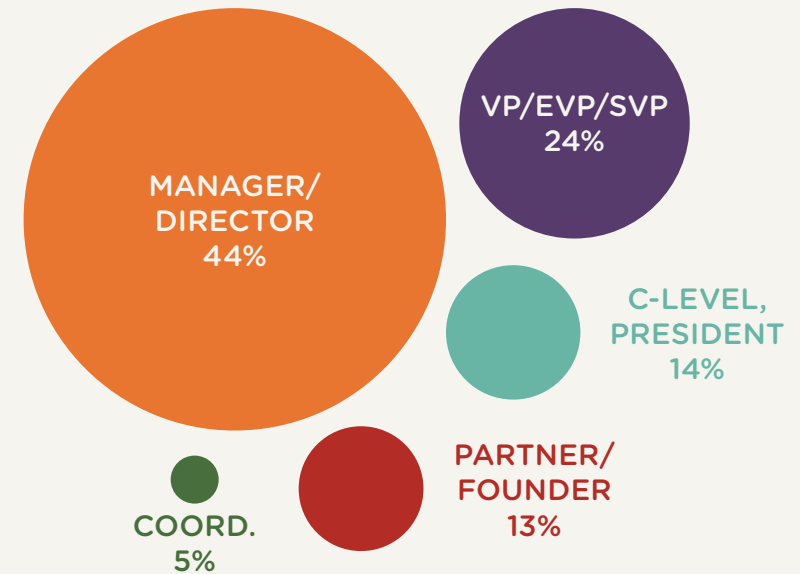
# Our Community

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](http://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, requires programming approval
- 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 :30 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

- Your :30 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 :30 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

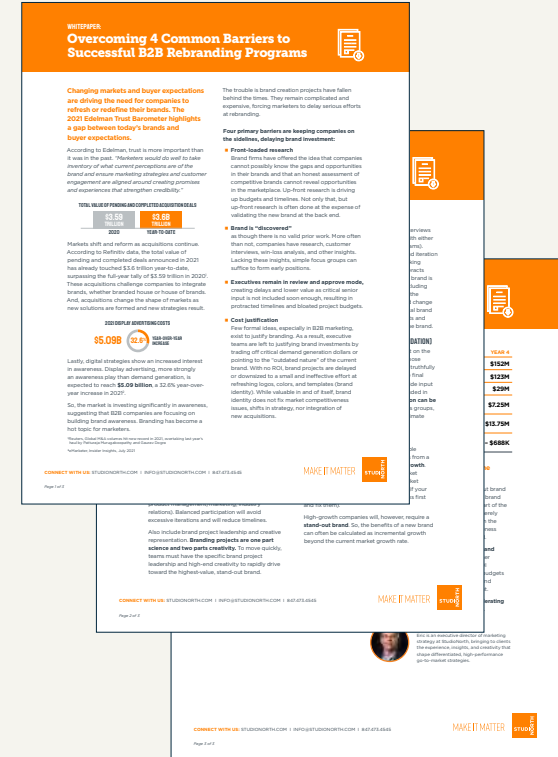
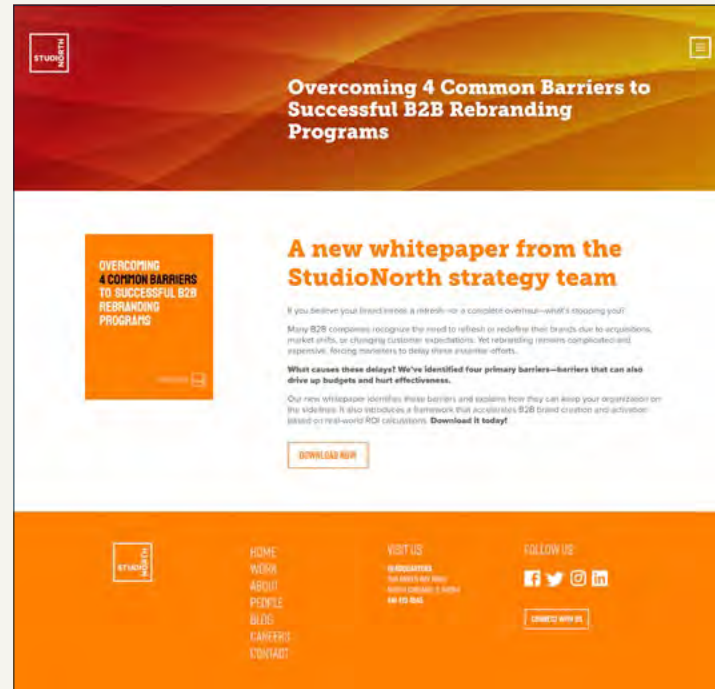
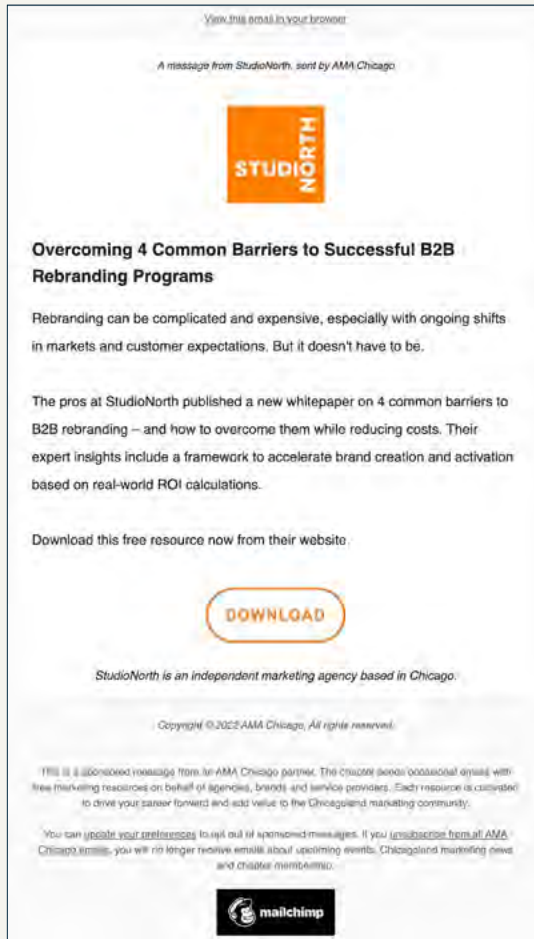
### CUSTOM HTML EMAIL • \$1,000

AMA Chicago will deploy an email of your educational content to its database of 8K marketers. Content and landing page require chapter approval. **This is available only as an add-on to other sponsorship options in this document, not as a stand-alone option.**

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.



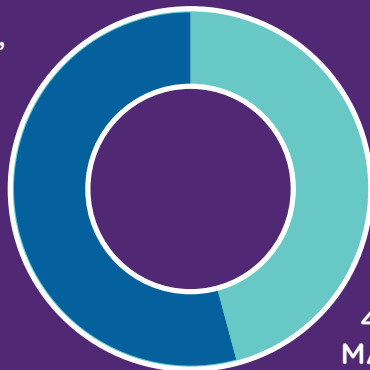


Now in its 22nd year, BrandSmart is the longest-running brand marketing conference in the country. For one full day, we bring together noteworthy industry speakers, marketing decision-makers and future-forward brand marketers looking to share proven tools, strategies and stories. Everyone associated 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



**2023 KEYNOTE**  
**Tatiana Holifield**

*VP Digital Content & Audience  
Engagement, SiriusXM & Pandora*



**2023 KEYNOTES**  
**Kaleeta McDade**

*Chief Experience Design  
Officer VMYL&R*

**Katie Neil**

*Connected Commerce  
Lead for North America,  
The Coca-Cola Company*



**2022 SPEAKER**  
**Neil Shah**

*Senior Director, Global Marketing  
Shure Incorporated*



April 25, 2024 | 9:00 a.m. – 4:30 p.m.  
Navy Pier's AON Grand Ballroom

## The Future of Brand in an Experience-driven Economy

Uncover strategies and insights that will empower your brand to thrive in a dynamic landscape where memorable experiences are the cornerstone of customer engagement and loyalty.

BrandSmart will deliver a showcase of TED Talk-style mainstage presentations featuring innovators, thought leaders, disruptors, and transformers.

In addition, we'll discuss the hottest topics of the day facing brands, network with industry peers, and present the 2024 BrandSmart Awards.

Details and registration: [brandsmart.amachicago.org](https://brandsmart.amachicago.org)





**PLATINUM • \$10,000**

**ONLINE PRESENCE**

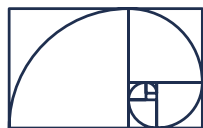
- Your :60 video on BrandSmart webpage and social post
- Linked logo on event page and emails
- Inclusion of content download or special offer in event email
- 2 banner ads in AMA Chicago emails
- \$99 job postings (\$150 value)
- Provide testimonial for use across AMA Chicago's networks

**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



**BrandSmart**  
AWARDS

OR

**BRANDSMART SPEAKER**

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





## ⚡ 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

### PRE-BRANDSMART CURATED DINNER - \$5,000

AMA Chicago will collaborate with your organization to identify senior-level marketers, registered for BrandSmart, who will be invited to a private dinner hosted by your organization focused on a relevant topic of your choice. Dinner expenses to be paid in full and separately by your organization.

### LUNCH SPONSOR - \$8,000

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

### HAPPY HOUR - \$8,000

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+

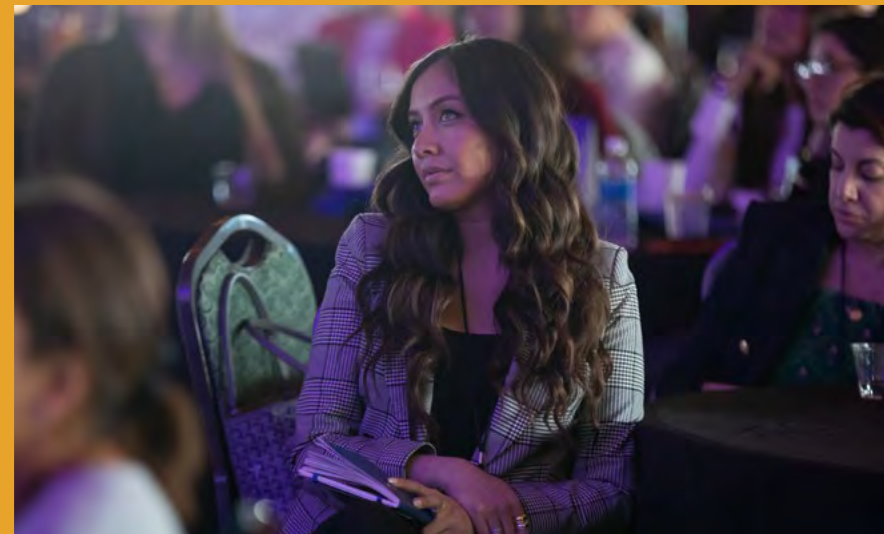
Secure the future of marketing by sponsoring local college students to attend BrandSmart. Donate 4 or more tickets (\$150 each) to receive an email shout-out as ticket benefactor.

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

## SPEAKERS

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



## SPONSORS

